

## **fundamental PR approaches and theories**

### **.Press Agency/Publicity Model**

- Description: This is one of the oldest and simplest PR models, primarily focused on generating media coverage to create publicity for an organization or individual. The goal is to get attention, regardless of accuracy or balance, often emphasizing one-sided communication.

#### **Key Features :**

- Focus on creating buzz and drawing attention.
- Often uses exaggerated or sensational tactics.
- Primarily one-way communication.
- Application: Common in entertainment, sports, and celebrity PR.

### **Public Information Model-**

- Description: This model focuses on the dissemination of factual, unbiased information to the public. The aim is to educate or inform without attempting to influence opinions directly.

#### **Key Features**

- One-way communication.
- Emphasis on truthful and objective information.
- Often used by government agencies, nonprofits, and educational institutions.
- Application: Crisis communication, public service announcements, government transparency.

### **Two-Way Asymmetrical Model**

- Description: In this model, PR practitioners aim to persuade the public and use research to understand public attitudes and modify their strategies accordingly. However, the organization does not necessarily change its behavior based on feedback.

### **Key Features**

- Uses research to influence public attitudes.
- Two-way communication, but with asymmetry (organization benefits more than the public.)
- Application: Marketing communications, advertising, and corporate communications.

### **Two-Way Symmetrical Model**

- Description: This approach emphasizes mutual understanding and collaboration between an organization and its stakeholders. It promotes dialogue, feedback, and adjustments from both sides, focusing on building long-term relationships based on trust and respect.

### **Key Features**

- Two-way communication with balance and fairness.
- Aimed at resolving conflicts and fostering positive relationships.
- Both organization and public can influence each other.
- Application: Corporate social responsibility (CSR), community relations, stakeholder engagement.

### **Relationship Management Theory**

- Description: This theory emphasizes the importance of building and maintaining relationships between an organization and its key stakeholders. It focuses on mutual benefit and the long-term nature of these relationships.

### **Key Features**

- Focus on relationship-building over time.
- Communication is a tool for managing relationships.
- Emphasizes trust, credibility, and commitment.

- Application: Stakeholder engagement, brand loyalty, customer service.

### **Excellence Theory**

- Description: Developed by James E. Grunig and Todd Hunt, this theory suggests that organizations achieve public relations excellence by adopting strategic communication models that align with the goals of both the organization and its stakeholders. The theory stresses the importance of two-way communication and ethics.

### **Key Features**

- Focuses on using PR to improve organizational effectiveness and meet stakeholder needs.
- Strong emphasis on ethics, professionalism, and the importance of listening to stakeholders.
- Application: Comprehensive PR strategies, corporate communication, internal communications.

### **Agenda-Setting Theory**

- Description: This theory focuses on the media's ability to influence the public agenda. It suggests that the media doesn't tell people what to think, but it does tell them what to think about by giving certain issues more coverage.

### **Key Features**

- Media plays a crucial role in shaping public perception.
- Organizations aim to work with media to highlight their issues.
- Application: Media relations, advocacy campaigns, political PR.

### **Framing Theory**

- Description: This theory revolves around the way information is presented to influence the audience's perception of an issue. By

framing a message in a certain way, PR practitioners can guide how people interpret and respond to information.

### **Key Features**

- Focus on how issues are framed :positive, negative, neutra)
- Influences public interpretation and opinion.
- Application: Crisis communication, brand positioning, issue advocacy.

### **Spiral of Silence Theory**

- Description: This theory suggests that individuals are less likely to express their opinions if they perceive that they are in the minority, due to fear of social isolation. PR can help shape the majority opinion to create a favorable climate.

### **Key Features:**

- Emphasizes public opinion and social conformity.
- The role of PR is to amplify certain viewpoints and reduce silence.
- Application: Crisis management, political campaigns, brand advocacy.

### **.Situational Crisis Communication Theory**

- Description: This theory focuses on the types of crisis an organization faces and recommends specific communication strategies based on the severity of the crisis and the organization's responsibility.

### **Key Features:**

- Proposes different strategies based on the level of crisis responsibility.
- Aimed at protecting an organization's reputation during a crisis.
- Application: Crisis communication, corporate reputation management.