

Recording Your Attendance

Remember to SWIPE your SMART card



[What should I do if I test positive for Covid?](#)

MCH8065 Theoretical Approaches to PR

Week 2: Key Concepts, Models, and Theories of PR

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Week 2 Learning Outcomes

Develop understanding of the historical background and contemporary developments of public relations.

Knowledge of the principles behind regulatory frameworks governing the profession.

To integrate theory in professional practice.

To develop as reflective practitioners.

Lecture Outline

- Four models of Public Relations (Grunig & Hunt, 1984)
- The Jefkins PR Transfer Process (1982; to be discussed in Lecture 3)
- Moloney's Reputation Bank (2006; 2020)

Kim Kardashian settles SEC charges over crypto



#sponsored” #ad” #paid”



BBC NEWS

Kim Kardashian pays \$1.26m over crypto 'pump and dump'

1 day ago

Axios

Why Kim Kardashian got fined and Matt Damon didn't

2 hours ago



The Guardian

Kim Kardashian to pay \$1.26m to settle crypto charges

18 hours ago



NBC NEWS

Why Kim Kardashian was charged by the SEC for crypto advertisement

14 hours ago



sky news

Kim Kardashian to pay over \$1m to settle SEC charges linked to crypto promotion ...

22 hours ago



Markets
Future of
British
Business

UK's Drax Drops After Panorama Questions Firm's Forestry Methods



A train containing wood pellets moves through The Drax power station near Selby, UK. Photographer: Simon Dawson/

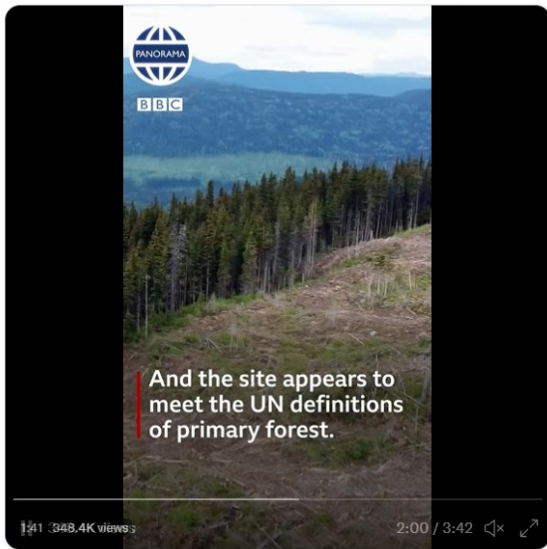
By Joe Easton
4 October 2022 at 10:03 BST



Drax is chopping down trees and taking logs from some of the world's most precious forests to burn at its Yorkshire power station, which provides 12% of the UK's renewable energy

The Green Energy Scandal Exposed is on @BBCOn 8pm and on @BBCiPlayer

bbc.in/3M1bNKX



7:58 AM · Oct 3, 2022 · SocialFlow

2,704 Retweets 676 Quote Tweets 4,200 Likes



- **Press agency/publicity:** purpose is propaganda, one-way, economy with the truth, little research
- **Public information:** one-way, truth important and research may be undertaken
- **Two-way asymmetric:** scientific persuasion, two-way but imbalanced
- **Two way symmetric:** mutual understanding, dialogue, truly two-way

(Grunig and Hunt, 1984)

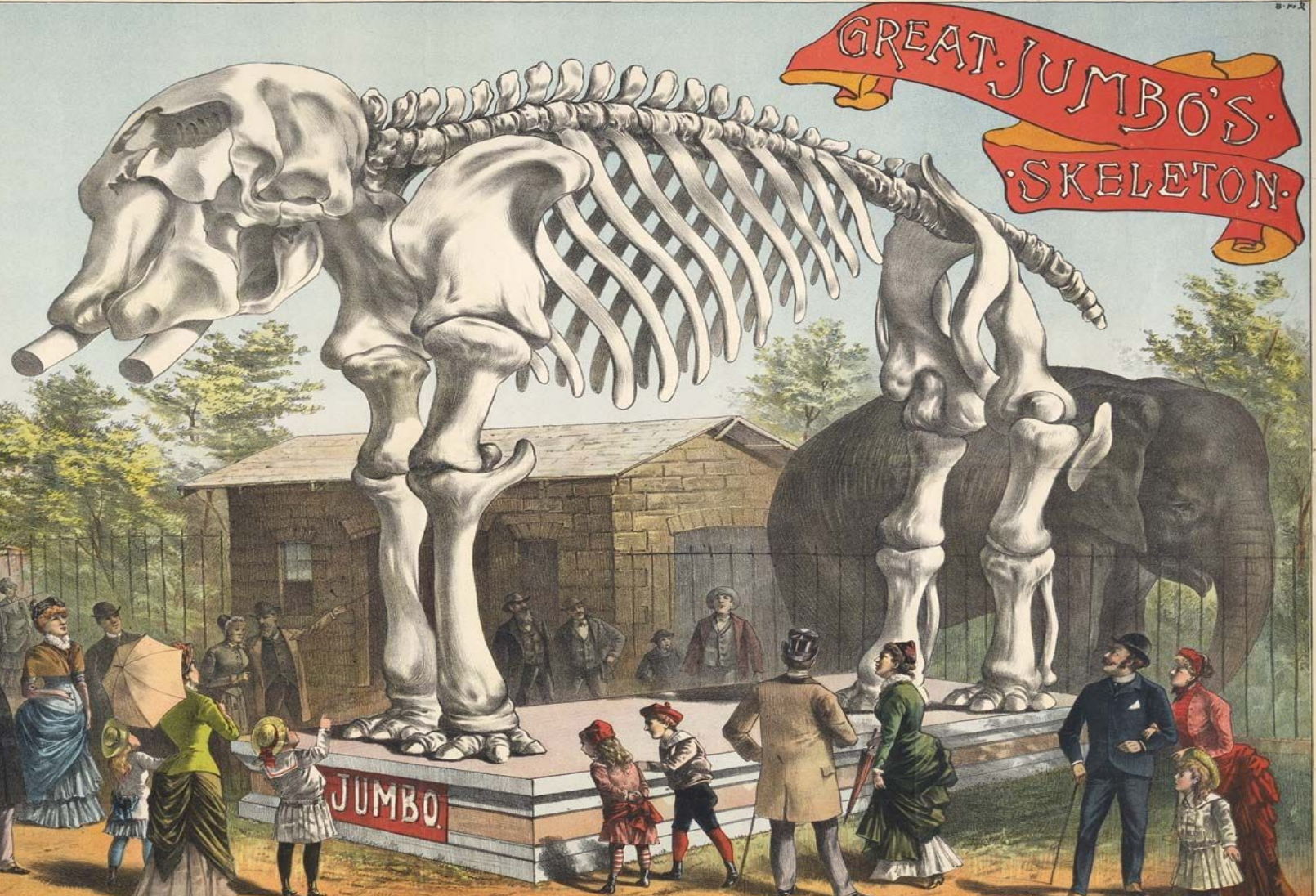
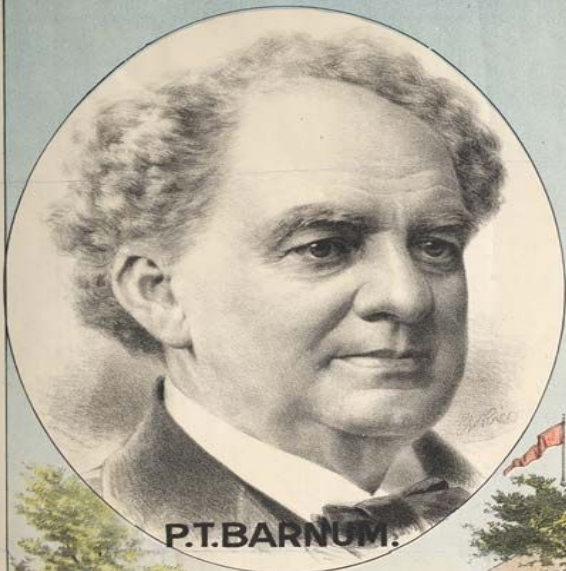


© CBS MORNING NEWS

MARILYN MONROE DRESS DAMAGED?

ICONIC OUTFIT WORN BY KIM KARDASHIAN AT LAST MONTH'S MET GALA

P.T. BARNUM & CO'S GREATEST SHOW ON EARTH & THE GREAT LONDON CIRCUS COMBINED WITH



THE COLOSSAL PRODIGIOUS FRAME OF THE LARGEST AND NOBLEST Animal that ever lived. THE ONLY ELEPHANT SKELETON ever publicly exhibited. A STRANGE & AMAZING SHOW WITHOUT A PARELL. MOUNTED BY PROF. HENRY A. WARD, THE DISTINGUISHED NATURALIST & SCIENTIST OF ROCHESTER, N.Y.

SANGERS' ROYAL BRITISH MENAGERIE & GRAND INTERNATIONAL SHOWS



Smile director worried no one would...
tag24.com



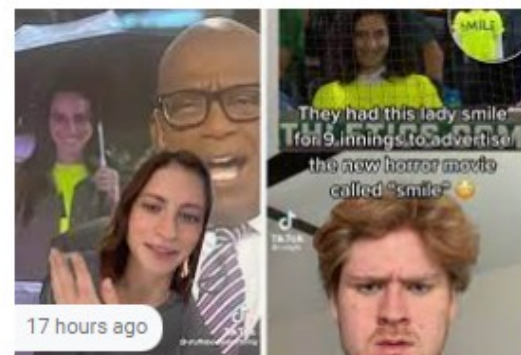
Horror movie Smile takes creepy promo ...
metro.co.uk



Smile Film Times and I...
showcasecinemas.co.uk



Creepy Fans at Baseball Games Apparent ...
si.com



creepy but effective marketing campaign ...
tag24.com



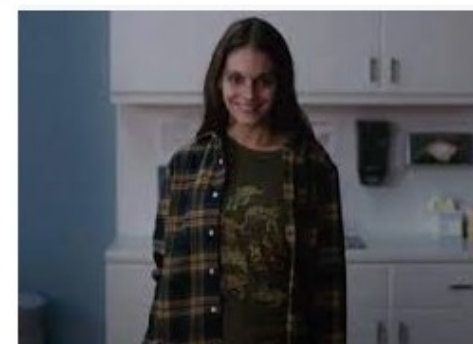
Effective marketing campaign ...
tag24.com



Creepy Actors At A Baseball Game
gamerant.com



Smile's Creepy Marketing Campaign ...
highsnobiety.com



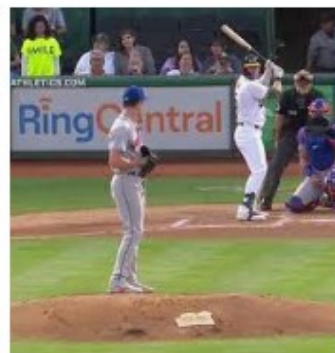
Smile director worried no one would ...
ew.com



Horror movie Smile tak...
metro.co.uk



5 days ago





- **Public information:** one-way, truth important and research may be undertaken,
- Accurate, honest information is essential,
- Does not try to deceive audiences, persuade people or change attitudes,
- PR role is to release information to those who need it,
- May not know much about the audience, just how to reach them.

Public Information Model & Ivy Lee

“We aim to supply news.... our matter is accuratefull information will promptly be given to any editor.”

Declaration of Principles, 1906





Tyne and Wear Metro 
@My_Metro



12 Sept - 3 Dec 2022: No trains Pelaw-S.Shields. This is to allow for Metro Flow, a £100m track dualling scheme.

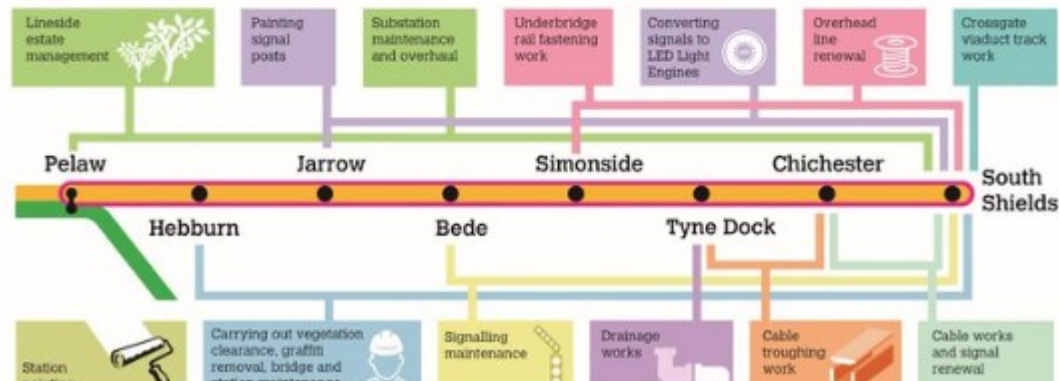
Replacement buses 900 & X900 are running between Heworth - S.Shields . More info here:
nexus.org.uk/metro/updates?...

- News releases
- Public information campaigns
- Transparency
- Driven by improved technology and social SHARED media, but engagement isn't expected

Metro Flow Major Line Closure

Pelaw - South Shields, 12 September - 3 December 2022

While we upgrade and electrify the existing freight line, we're also planning to do all this:



<https://twitter.com/NewcastleCC/status/1576913156760289280?s=20&t=iXVZ6W209EIZB87sPxpQ>



- **Two-way asymmetric communication:** uses scientific approach to find out what the publics think
- Relies on feedback
- Imbalanced because the intended change in behaviour is **ONLY** to the audience's attitudes and behaviour
- Persuasive communication but not by manipulation or deception

“I’m not interested in tweeting, Facebook and whatever this nonsense is. I’d rather get to the 70-year-old guy who’s got plenty of cash. So, there’s no point trying to reach these kids because they won’t buy any of the products here and if marketers are aiming at this audience, then maybe they should advertise with Disney.”

Bernie Ecclestone, 2014



Quit for 28 days and
you're five times more
likely to quit for good.

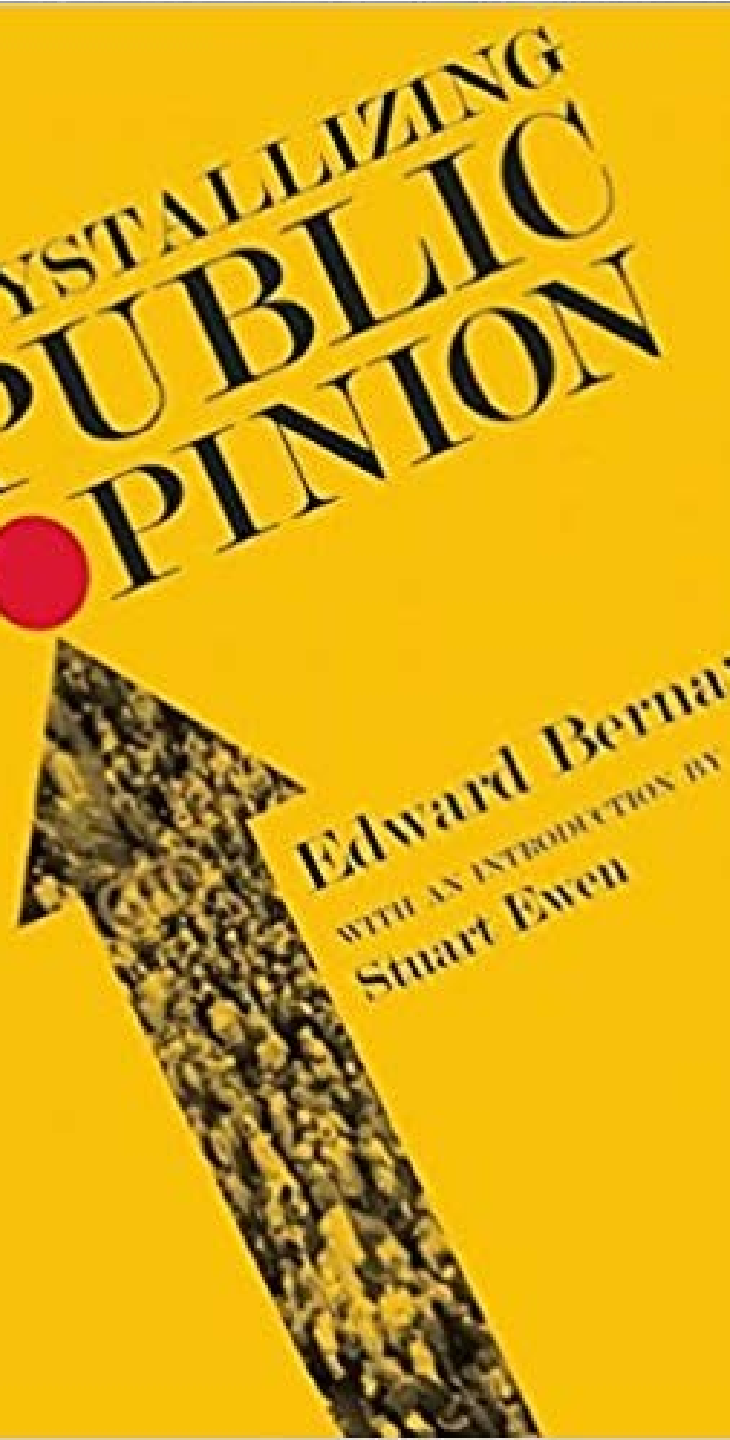
Get free support

STOPTOBER

Better
Health
Let's
do this



“Evidence shows that if you stop smoking for 28 days, you are 5 times more likely to stop for good. Since 2012, Stoptober has driven over 2.3 million quit attempts.”

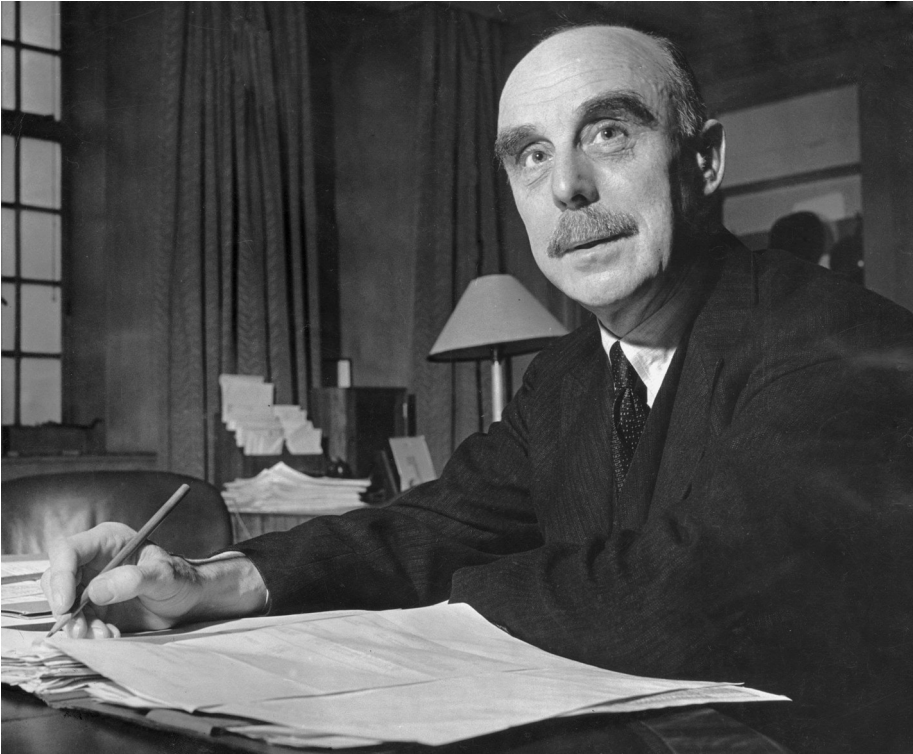


"The conscious and intelligent manipulation of the organized habits and opinions of the masses is an important element in democratic society.

"Those who manipulate this unseen mechanism of society constitute an invisible government which is the true ruling power of our country.

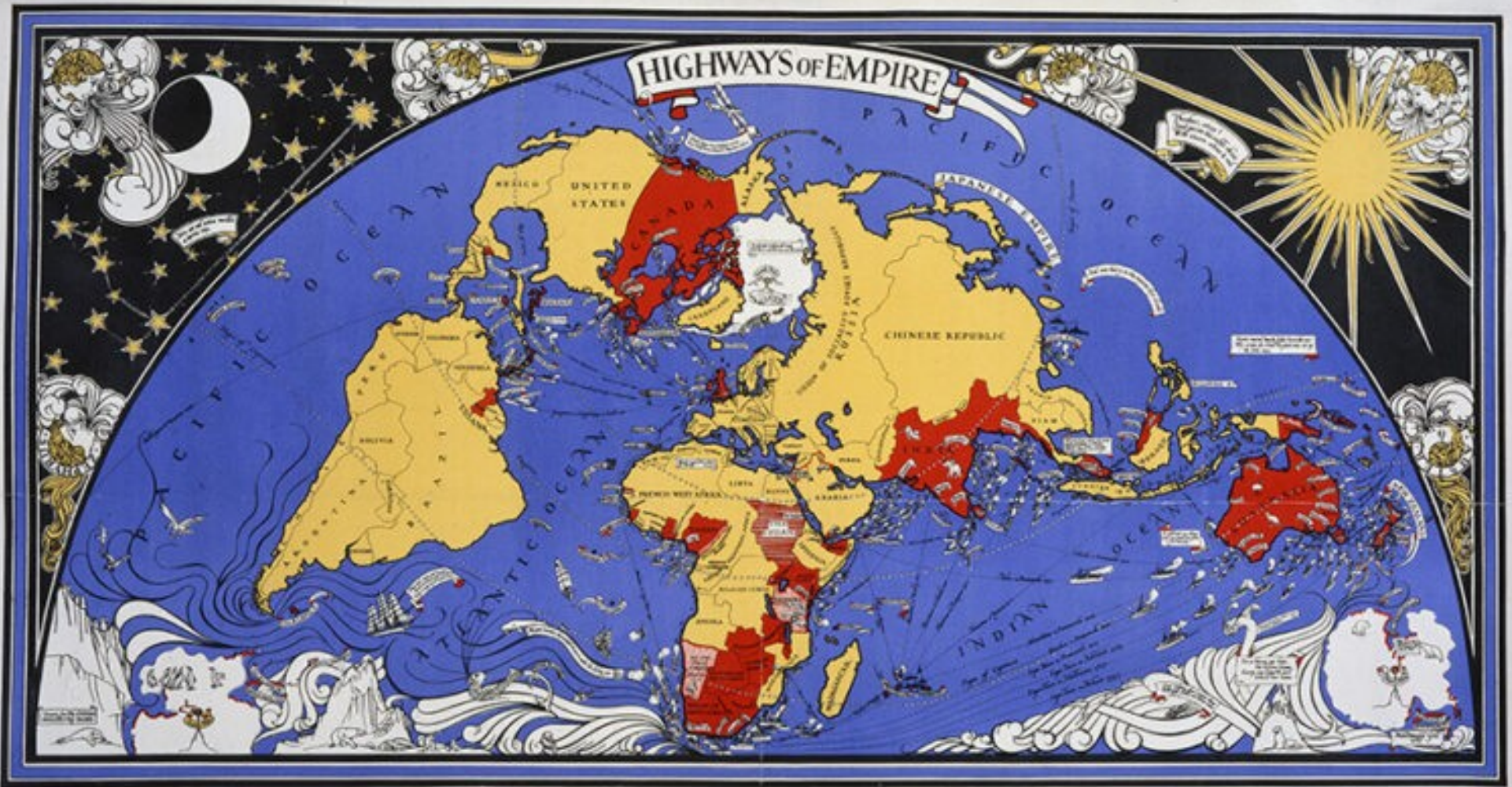
"We are governed, our minds are moulded, our tastes formed, and our ideas suggested, largely by men we have never heard of.... It is they who pull the wires that control the public mind."

(Bernays, 1923)



Sir Stephen Tallents (UK)

- 1924 – Created the Empire Marketing Board
- 1934 – Formed the blueprint for the British Council
- 1948 - Helped found the (C)IPR and became its first president
- The Tallents Medal is the highest annual award given in PR today.



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products by us

Get involved wi
[madeinukday.c](http://madeinukday.com)
pack!

[#shoplocal](#) [#uk](#)
[#bestofbritish](#)

9:30 AM · Feb 26, 202



HM Government

BREXIT 31 OCTOBER

Get ready for Brexit

Prepare for Brexit at gov.uk/brexit



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job
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- **Two-way symmetric communication:**
- Grunig called this the 'ideal' of PR
- Equality of communication – each party willing to alter their behaviour to accommodate the needs of the other
- True dialogue – both sides listen and change their behaviour
- Power relationships are balanced – there are no senders and receivers



<https://www.mars.com/news-and-stories/press-releases-statements/bens-originaltm-awards-first-recipients-of-its-us-seat>



- Command and Control (one-way)
- Contact and Convince (two-way asymmetric)
- Conversation (two-way symmetric)
- Engagement?



- Certainly the most ethical, does it exist in reality?
- There are few examples in practice and it tends to be taught as a theory/concept rather than practiced in the workplace.
- L'Etang and Pieczka argue that balanced communication is over-idealised and difficult to achieve.
- Scholars and practitioners often doubt whether the 'excellence model' is ever attainable.
- Moloney: PR is weak propaganda

Which communication model do they represent?



PollEv.com/ramonaslusarczyk233



Kwasi Kwarteng
@KwasiKwarteng

We get it, and we have listened.

From supporting British business to lowering the tax burden for the lowest paid, our Growth Plan sets out a new approach to build a more prosperous economy.

However, it is clear that the abolition of the 45p tax rate has become a distraction from our overriding mission to tackle the challenges facing our country.

As a result, I'm announcing we are not proceeding with the abolition of the 45p tax rate. We get it, and we have listened.

This will allow us to focus on delivering the major parts of our growth package.

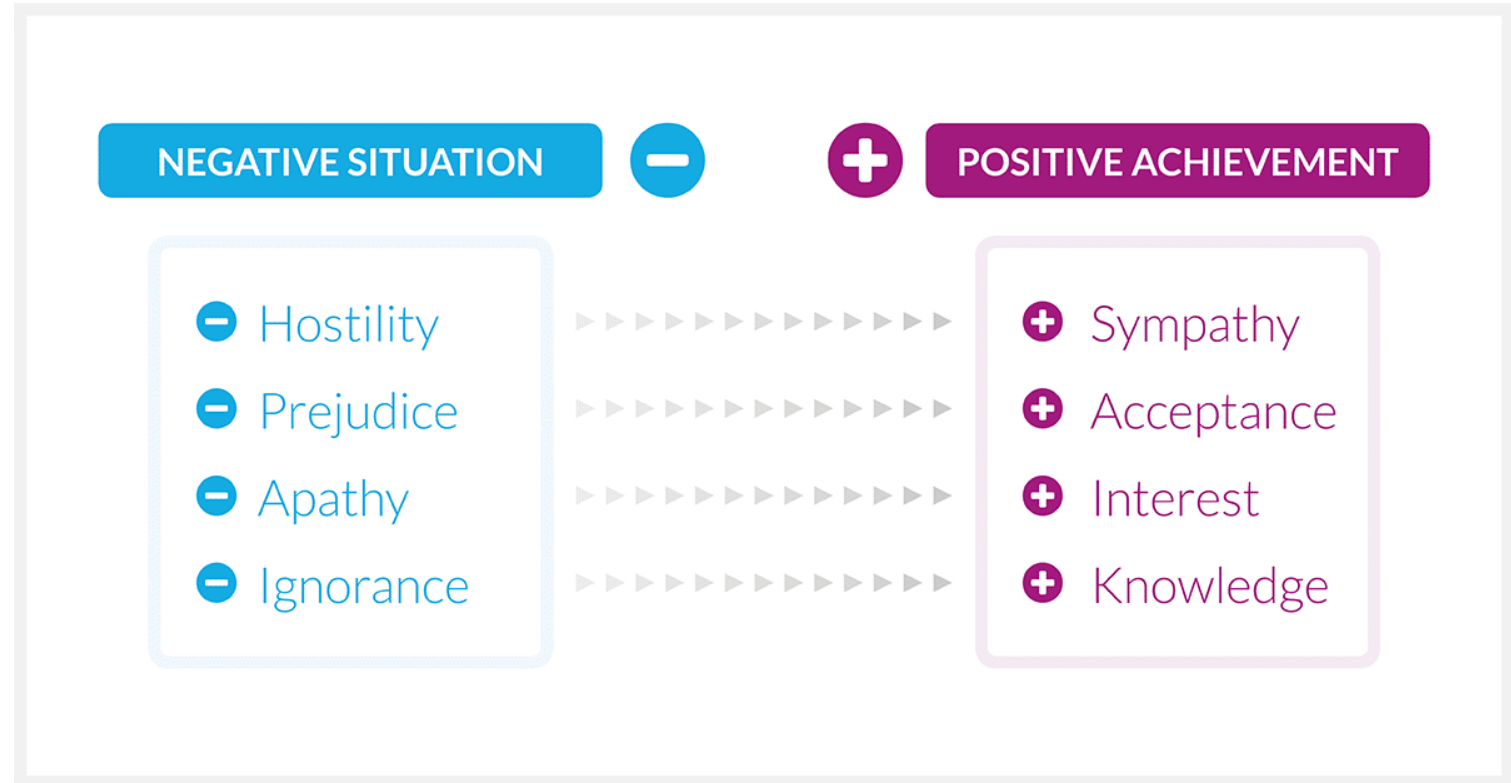
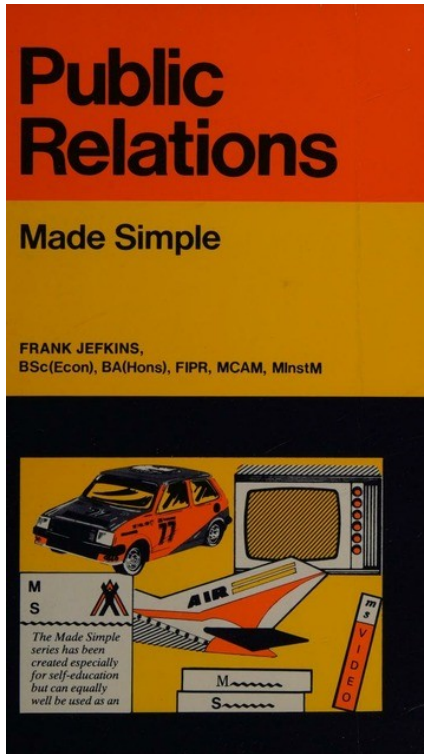
First, our Energy Price Guarantee, which will support households and businesses with their energy bills.

Second, cutting taxes to put money back in the pockets of 30 million hard-working people and grow our economy.

Third, driving supply side reforms - including accelerating major infrastructure projects - to get Britain moving.

CHANCELLOR OF THE EXCHEQUER
KWASI KWARTENG

*We will start lecture 3 with The Process Transfer



(Jefkins, 1982)



Quit for 28 days and
you're five times more
likely to quit for good.

Get free support

STOPTOBER

**Better
Health** Let's
do this

Week 2
Seminars

Models in PR – theory in practice

Bring your own examples and discuss:

- Is it publicity, public information or persuasion?
- Propaganda or PR?
- What kind of PESO media do they use and which is the most effective or credible?
- Do these examples allow the organisations to make a deposit in their reputation bank?

❖ Assessment brief released on Friday