

# Unit 2

Skills of Public Relations  
Professional



มหาวิทยาลัยราชภัฏนครปฐม  
Nakhon Pathom Rajabhat University





มหาวิทยาลัยราชภัฏนครปฐม

# What exactly is the practice of Public relations?





# Scope of unit

## Lead in

Public relation function

## Reading

Terminology and reading text

## Listening

Interview of successful publicist





# Learning Outcome

After studying this unit students will be able to...

**1**

identify the different functions of the public relations practitioner.

**2**

restate the information by using their own words.

**3**

confirm the information by using expression correctly.

# 01

## Lead in



## Public Interpreter

Interpreting the public to management means finding out what the public really thinks about the firm and letting management know.



# 02

# Department

Terminology and useful vocabulary

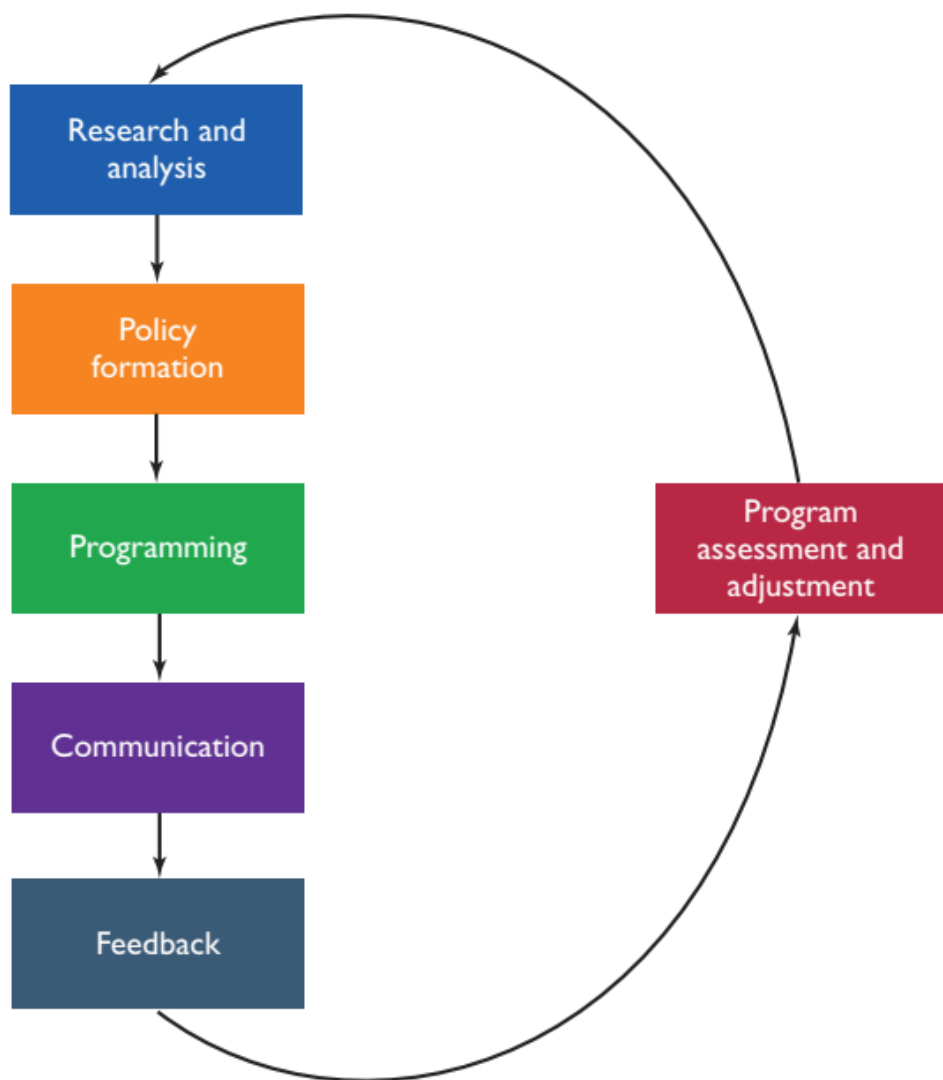


<https://www.freepik.com/photos/technology>'>Technology photo created by rawpixel.com



**Figure 1.3 The Public Relations Process**

The conceptualization of public relations as a cyclical process, feedback, or audience response leads to assessment of the program, which becomes an essential element in the development of another public relations project.



Cited: Public Relations: Strategies and Tactics by Dennis L. Wilcox et al



# Influencing Public Opinion



# Public Relations Function

1

Knowing of the field

2

Communication knowledge

3

Current event knowledge

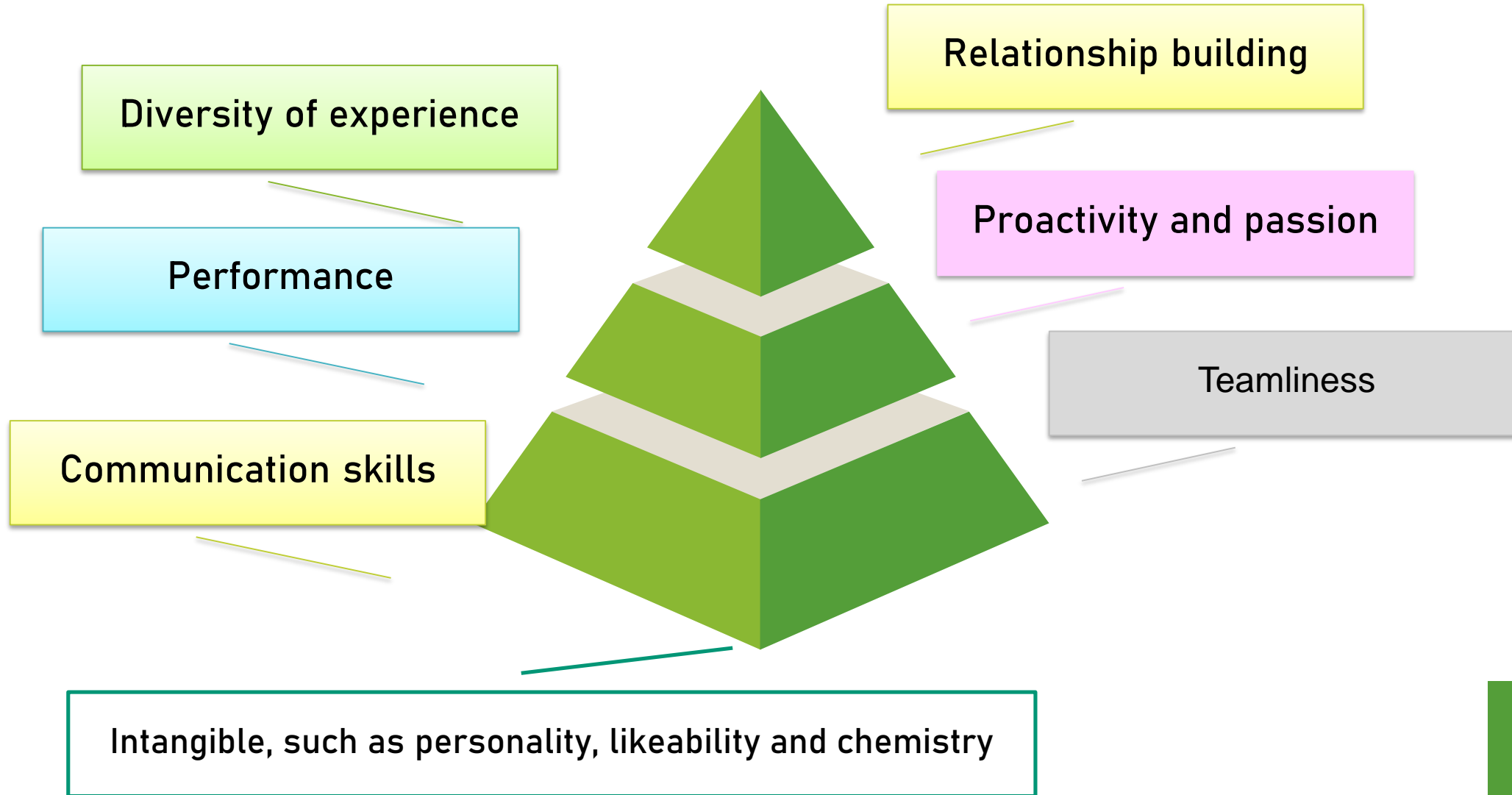
4

Business and management  
knowledge





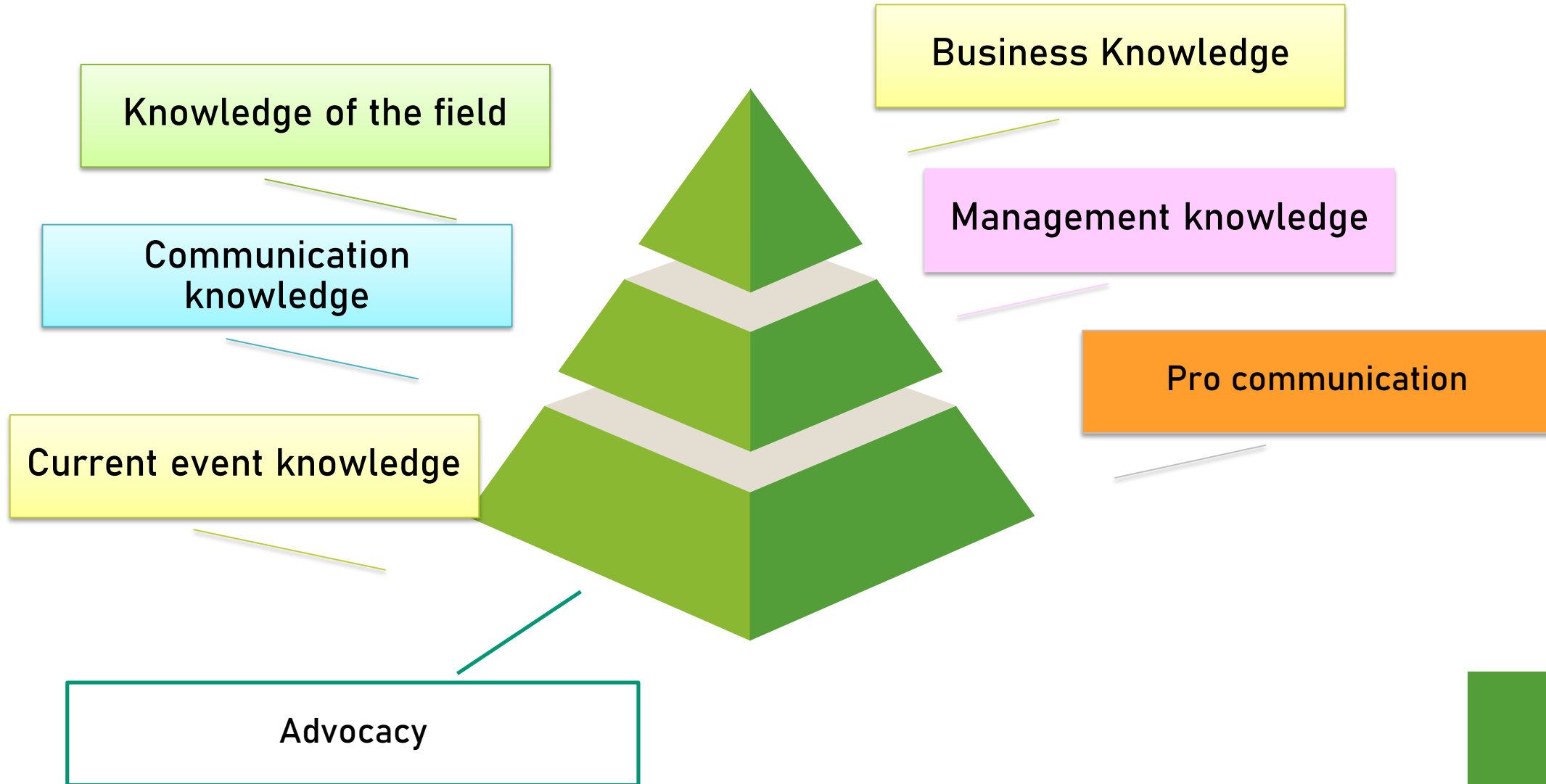
# Successful public relation career



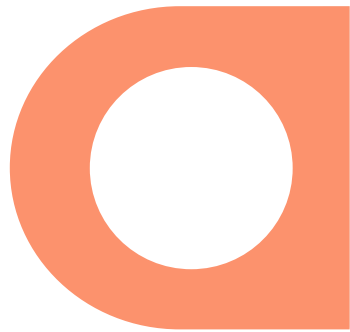




# Successful public relation career



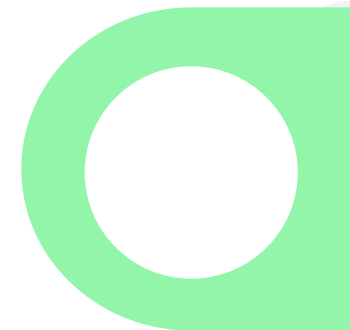
# Public Relations Function



**Writing**



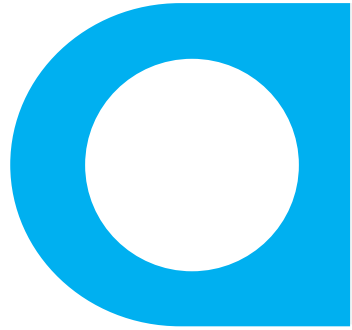
**Media relation**



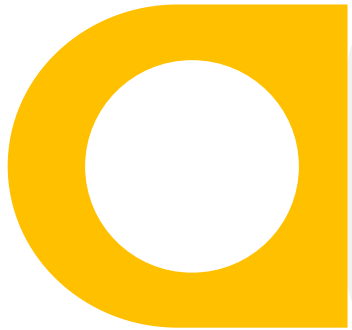
**Consumer relation**



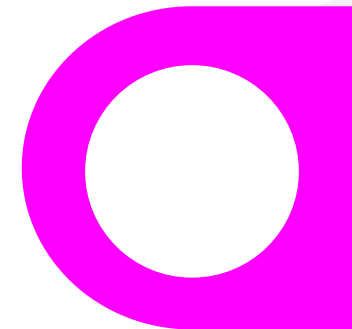
# Public Relations Function



Community relations



Employee relations



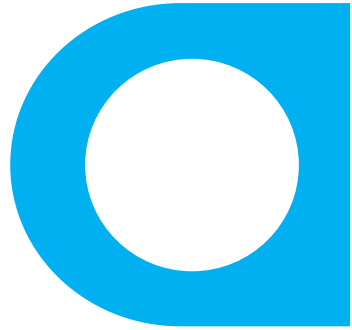
Marketing communication







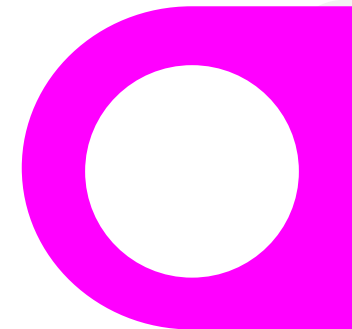
# Public Relations Function



**Government affairs**



**Investor relations**



**Crisis communication**



# 03 Reading

Services: What does publicist do?

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To: Ms. Lisa Bermudez  
Executive Vice President  
Reputa Public Relations



Dear Ms. Bermudez:

I'm interested in your open **marketing communications** position. My background is mostly in media relations. So my experience with television and radio stations will be useful in this position. In my last job, I established a strong network of media contacts.

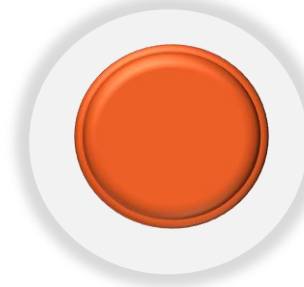
At that company, I also handled **employee communications**. I learned to **disperse** information effectively to a large team.

I know your company follows strict government regulations. And I know that investors sometimes dislike these restrictions. To be honest, I don't have direct experience in **governmental relations** or **investor relations**. However, I did work previously in consumer **affairs**. This experience in **community relations** will be helpful in this position. After all, the basic principles are the same.

Thank you for your consideration.

Sincerely,

Bertram Davidson

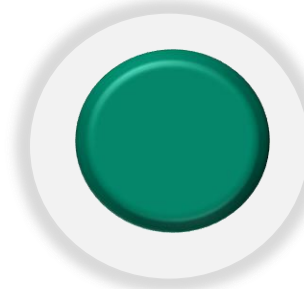


position

regulation



disperse





To: Ms. Lisa Bermudez  
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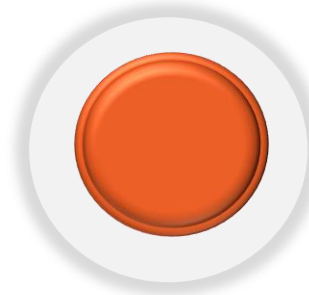
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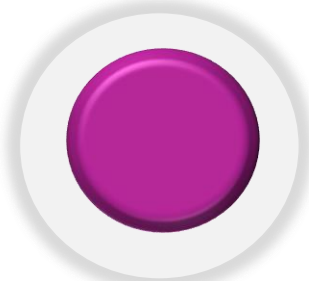
Sincerely,

Bertram Davidson

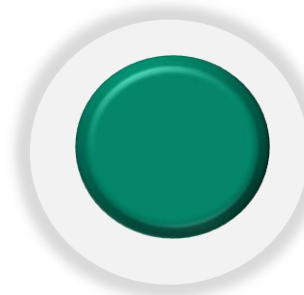


restrict

investor



helpful





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# Vocabulary

effectively

restriction



handle

investor

helpful



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# 04


# Listening

Dealing with staffs and public





## Listening

**6**  Listen to a conversation between an interviewer and a job applicant. Choose the correct answers.

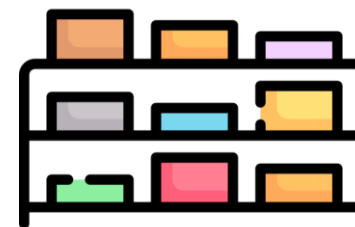
1 What area does the man have the most experience in?

- |                        |                   |
|------------------------|-------------------|
| A television marketing | C news reporting  |
| B community relations  | D media relations |

2 What will the speakers likely discuss next?

- A the woman's recent publicity campaign
- B the man's desire to learn a new specialty
- C the history of the woman's company
- D the man's responsibilities in a previous position





**7** Listen again and complete the conversation.

**Interviewer:** Thanks for coming in, Mr. Williams. Now, I see that your 1 \_\_\_\_\_ is in media relations. You know that this is more of a community relations job, right?

**Applicant:** Yes, but I think my 2 \_\_\_\_\_ apply.

**Interviewer:** How so?

**Applicant:** Well, you want your 3 \_\_\_\_\_ to reach local citizens. My contacts in television can make that happen.

**Interviewer:** I see. You can 4 \_\_\_\_\_ to build relationships with local news reporters.

**Applicant:** Exactly. Plus, I know where and when to 5 \_\_\_\_\_ information.

**Interviewer:** In other words, you'll make sure that our message has the maximum 6 \_\_\_\_\_.

**Specialty**

**How So?**

**impact**

**I'll make sure**

**In other word**

**I'd like the sound of that**





<https://www.freepik.com/photos/technology>'>Technology photo created by rawpixel.com

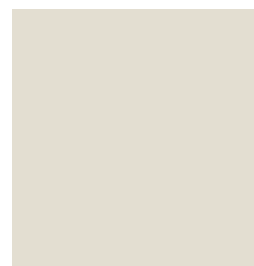
# 05 Reading

Dealing with staffs and public



	<b>Belltower Publicity Inc.</b>	<b>Public Relations Firm</b>
<p><b>Who We Are:</b></p> <p>Belltower is one of the finest PR agencies in the nation. Let us improve your <b>corporate reputation!</b></p> <p><b>What We Do:</b> </p> <p>Belltower can meet all of your PR needs. Or we'll act as an <b>adjunct</b> to your <b>in-house</b> department. We use creative <b>branding</b> to improve the <b>perception</b> of your company. This, in turn, leads to positive public opinions about your</p>		<p>brand. Are there disagreements between your organization's management and investors? We also offer <b>financial relations counseling.</b></p> <p><b>What's New:</b></p> <p>Belltower is expanding! Our new office specializes in <b>events management.</b> Are you preparing for a major dinner or ceremony? We offer <b>speech training</b> for inexperienced speakers. With our help, your speakers will surely impress your guests!</p>

**Cited: Career Paths: Public Relation**





# Exercise

**③ Match the words or phrases (1-6) with the definitions (A-F).**

- |                |                       |
|----------------|-----------------------|
| 1 ___ agency   | 4 ___ speech training |
| 2 ___ adjunct  | 5 ___ branding        |
| 3 ___ in-house | 6 ___ counseling      |

- A advice that a person or company receives in order to resolve a difficulty
- B the process of using pictures and words to make people think of a company
- C performed by the people within a company
- D a firm, or a company that provides products or services
- E instruction that helps someone improve his or her speaking skills
- F a person or company that is separate from a main company, but that helps the main company with some tasks



# Exercise

## Listening

⑥ 🎧 Listen to a conversation between a publicist and a client. Mark the following statements as true (T) or false (F).

- 1 \_\_\_ The woman's company has an in-house PR department.
- 2 \_\_\_ The event will feature experienced public speakers.
- 3 \_\_\_ The man has experience with the type of event that the woman is planning.

⑦ 🎧 Listen again and complete the conversation.

**Publicist:** Good morning, Ms. Jameson. So, your company is planning an 1 \_\_\_\_\_. Is that right?

**Client:** Yes. It's a dinner for important people in the media. Our 2 \_\_\_\_\_ - \_\_\_\_\_ department needs some help with events management.

**Publicist:** Certainly. Will there be 3 \_\_\_\_\_ at this dinner?

**Client:** Yes, a couple of them. However, they don't have 4 \_\_\_\_\_ speaking to the public.

**Publicist:** No problem. We have excellent counselors who offer 5 \_\_\_\_\_.

**Client:** That sounds great! Our 6 \_\_\_\_\_ really depends on impressing these people.



# Expressions

## Showing interest in other people



I know what you mean.



Really? So, you mean that.



How amazing!



That's right.



I see!



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# 06

## Unit summary

Proactive publicist



Cited:  
<https://www.freepik.com/vectors/marketing>'>Marketing vector created by freepik

# Be proactive not reactive

*Proactive people keep  
focusing on the following themes:*



Cited:  
<https://www.thepositiveencourager.global/p-is-for-being-proactive/>



# Additional Worksheet and exercise



<https://quizizz.com/join?gc=57020058>

01

[www.npru.ac.th/logo](http://www.npru.ac.th/logo)

02

[www.npru.ac.th](http://www.npru.ac.th)

03

<https://www.freepik.com>

04

<https://www.flaticon.com>

**Credit**  
website

# Credit Books

01

Seitel, F. (2017) The Practice of Public Relations.  
Harlow: Pearson Education.

02

Theaker, A. (2012) The Public Relations  
Handbook. New York: Routledge

03

Evan, V. et al. (2015). Career Paths: Public Relation.  
UK: Express publication

04

Wilcox, D. L. et al. (2002) Public Relations:  
Strategies and Tactics. New York: Pearson.



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# Thank you

Any questions?



nareema@webmail.npru.ac.th

Credit: [cic.npru.ac.th/https://online-courses.npru.ac.th/](https://online-courses.npru.ac.th/)

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