

# Unit 3

## Public Relations Communication



มหาวิทยาลัยราชภัฏนครปฐม  
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All stories are part of some  
coordinated rollout, all  
stories are everywhere

- Graydon Carter



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# Contents



Concepts of communication



Advertising & PR



Presentation,  
Interview of successful  
publicist



Cited:'<https://www.freepik.com/photos/business>'>Business photo





# Learning Outcome

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

1

identify the importance of communication in public relations practice correctly.

2

differentiate concept between advertising and public relations systematically.

3

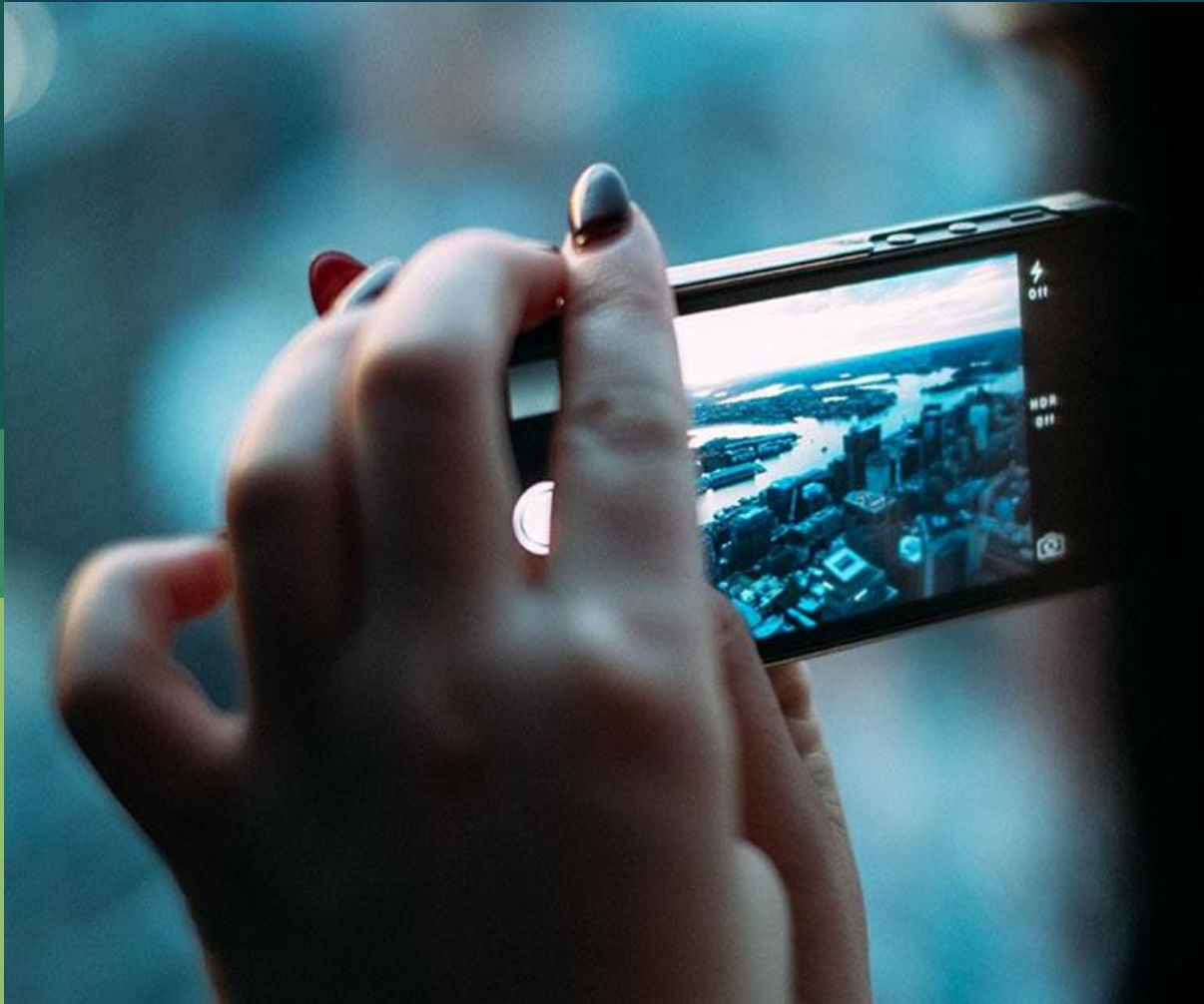
using expression to create conversation in PR simulation correctly.



## Goal of communication

01

# Concepts of communication





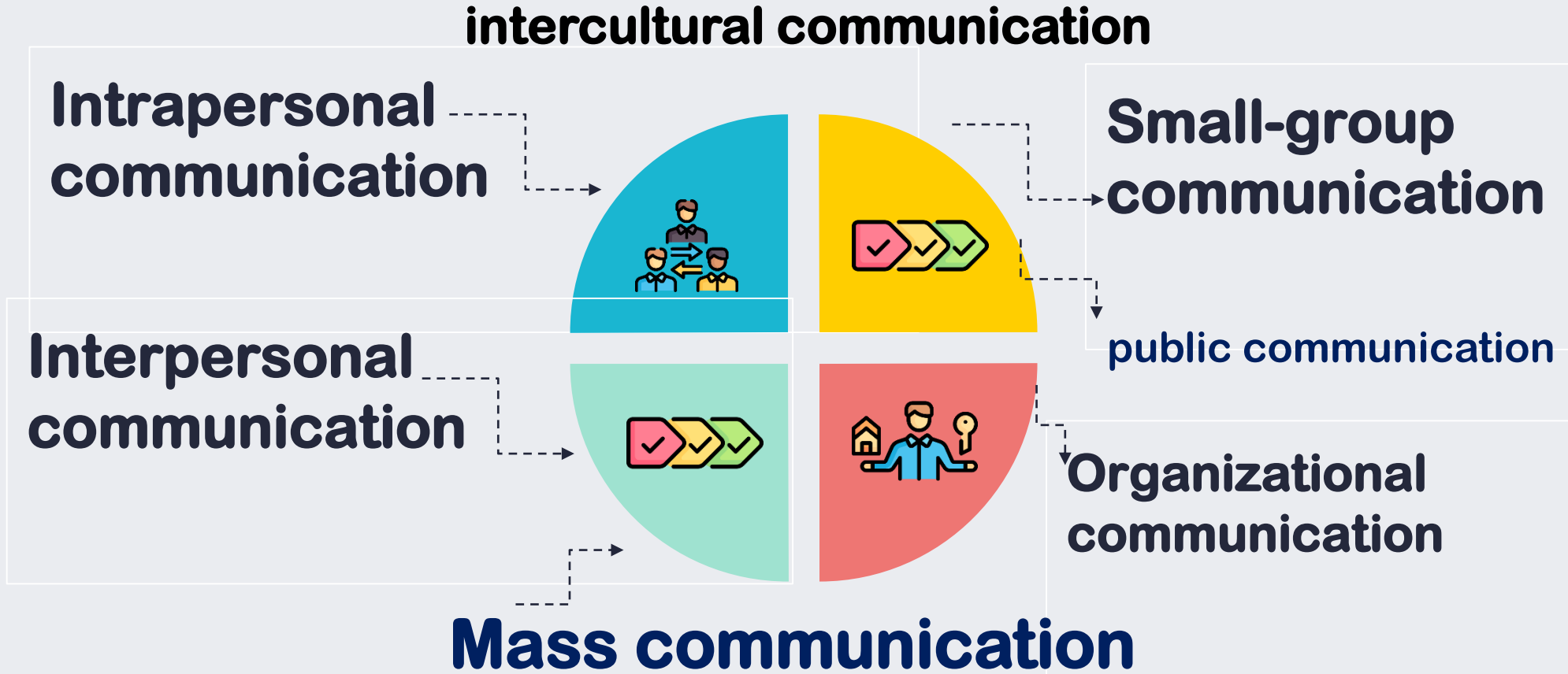
“

**Communication is a process of  
exchange information, imparting,  
ideas and making oneself  
understood by others.**

”



# Communication settings





“

**Effective communication demands clear, consistent style. Everyone in public relations – whether in-house or a consultancy practitioner – should put style at the top of their priority list.**

”

Cited: Effective Writing for Public Relations by John Foster (2008)





**consistent**



**consultancy**



**in-house**



**practitioner**



**priority**



**hallmark**



Cited: Effective Writing for Public Relations by John Foster (2008)



# Goal of Communication



**To inform**

**To persuade**



# Goal of Communication



**To motivate**

**To build mutual understanding**



## Reciever's Bias



**Stereotype**

**S**

**S**

**Semiotic**

**Symbol**

**S**

**F**

**Feedback**





# GOOD STYLE IS GOOD MANNERS



Make good, consistent style your priority.



Follow style trends. Don't be old-fashioned.



Good style means clear, plain, lively, concise language.



An instantly recognizable style helps to get your message across.

Cited: Effective Writing for Public Relations by John Foster (2008)



# GOOD STYLE IS GOOD MANNERS



Build a library of style guides accessible to all.



Distinguish between being pedantic and correct



Never let language get in the way of the message.



Good style, good manners mean good work – and good PR.

Cited: Effective Writing for Public Relations by John Foster (2008)



## Goal of communication

02

Advertising & PR



# Advertising and PR

## Advertising vs. Public Relations—What is the Difference?



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cited

[https://www.marshallpr.com/advertising-vs-public-relations-difference/?fbclid=IwAR3pKIroMVTz-CIrSQNCjvNsiU420oQVV7g9gKhxtDXg8aM4JuzJu0\\_jB\\_s](https://www.marshallpr.com/advertising-vs-public-relations-difference/?fbclid=IwAR3pKIroMVTz-CIrSQNCjvNsiU420oQVV7g9gKhxtDXg8aM4JuzJu0_jB_s)





# Public Relations vs. Advertising



Advertising is primarily directed to potential buyers of goods and services

We're beginning to see research that supports the superiority of PR over advertising to launch a brand.

—*Al and Laura Ries, authors of The Fall of Advertising and the Rise of Public Relations*

Advertising is readily identified as a specialized communication function; public relations is broader in scope, dealing with the policies and performance of the entire organization.



# Public Relations vs. Advertising



Maintain a pace of  
controlled growth

Lean on a network  
of people you trust

We're beginning to see  
research that supports  
the superiority of PR over  
advertising to launch a  
brand.

—*Al and Laura Ries, authors of  
The Fall of Advertising and the  
Rise of Public Relations*

build a cohesive  
presence for a brand

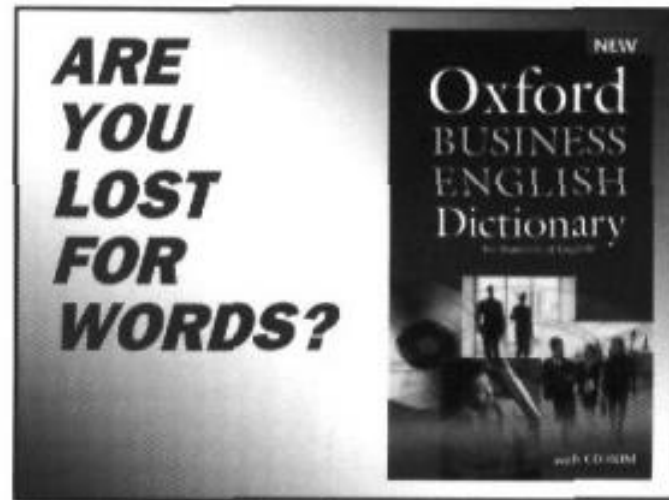
establishes credibility and  
tells the brand story more  
comprehensively

# Public Relations vs. Advertising



Look at the advertisement below and analyse it according to the AIDA model. Does it:

catch the audience's **Attention**,  
make them **Interested**,  
create **Desire**,  
and state the **Action** the audience should take (e.g. *Call now!*)?



### **Giving feedback**

When giving feedback, try to use the sandwich approach. Begin and end your email or conversation with positive feedback (the *bread*), and put any criticism in the middle (the *filling*). That way you begin and end on a positive note, and it is more likely that the person you are criticizing will still feel confident and motivated.

#### **Positive feedback**

*We're very happy with what you've done.*

*We really like ...*

#### **Criticism**

*We think that the colours are not bright enough. /too bright.*

*We think that the images might be too ...*

Remember to soften criticism by using words such as *a little, quite* and *rather*.

*We're a little concerned about ...*

*... but the image is quite dark.*

Finally, be specific about what changes you want.

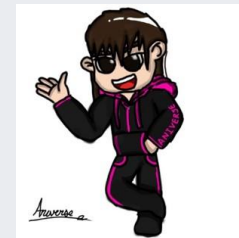
*... it would be nice to find something a little brighter.*

*How about ... instead?*





# Break section

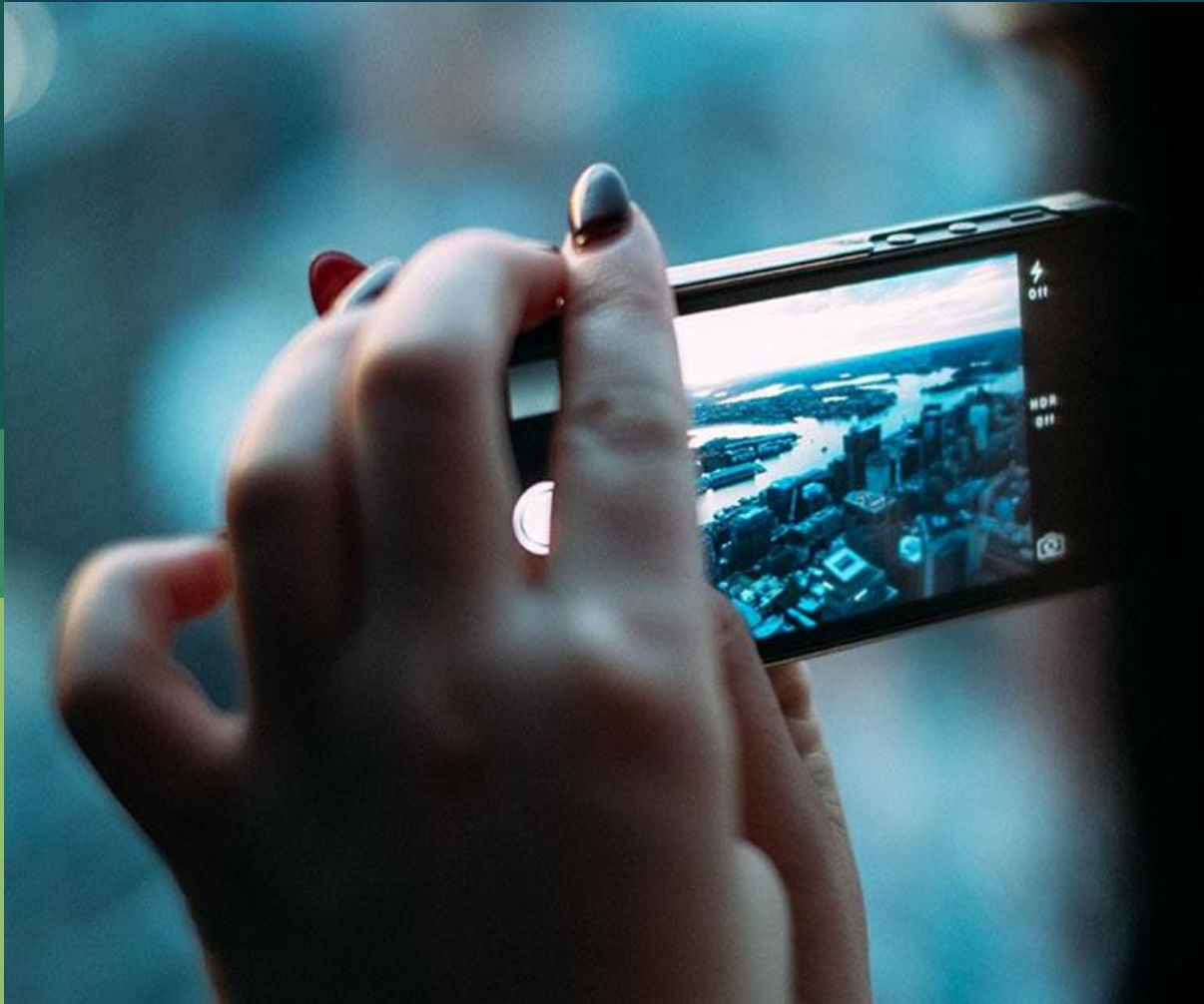




## Goal of communication

03

Presentation



# Presentation technique

## *Timing*

My talk will take about ten minutes.  
The presentation will take about two hours ...  
but there'll be a twenty minute break in  
the middle. We'll stop for lunch at 12  
o'clock.



## *Policy on questions / discussion*

Please interrupt if you have any questions.  
After my talk there'll be time for a discussion  
and any questions.

# Presentation technique

## 1 Holding the audience's attention

'First you say what you're going to say. Then you say it. Then you tell them what you've said.'

'All acts of communication have a beginning, a middle and an end.'



As I was saying a couple of hours ago, thiazides may potentiate the action of other hypertensives but in combination with other hypertensive agents there may be precipitation of azotaemia as well as cumulative effects of chlorothiazide but we'll talk about that later. Now, as I was saying ...

Cited:

<https://www.freepik.com/vectors/marketing>>Marketing vector created by pikisuperstar -



# Presentation technique

## **Signalling different parts in a presentation:**

### *Ending the introduction*

So that concludes the introduction.

That's all for the introduction.

### *Beginning the main body*

Now let's move to the first part of my talk,  
which is about ...

So, first ... To begin with ...



# Presentation technique

## *Listing*

There are three things to consider. First ...

Second ... Third ...

There are two kinds of ... . The first is ... The second is ...

We can see four advantages and two disadvantages. First, advantages.

One is ... Another is ... A third advantage is ... Finally ...

On the other hand, the two disadvantages.

First ... Second ...

## *Linking: Ending parts within the main body*

That completes / concludes ...

That's all (I want to say for now) on ...





## Goal of communication

# Unit Summary



# Unit summary



## PR & The world around

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

# Unit summary



It comes down to economics. If you're coming up with one idea that can be used across five different marketing disciplines, it just makes the idea much stronger, that much more cohesive when you are communicating it to your audience, and it makes your dollar work that much harder.

—Andrea Morgan, EVP of consumer brands for Euro RSCG





## Goal of communication

# Exercise





## Get ready!

① Before you read the passage, talk about these questions.

- 1 What are some ways to spread information from one person to another?
- 2 What are some ways to spread information through the media?



From: Alan Luria, Luria Public Relations

To: Walter Smith

Subject: Your election campaign

Dear Mr. Smith,

It's time to get serious about your town council campaign. My team has several ideas.

First, we recommend a series of **interviews**. That way, you can **broadcast** your ideas about important issues. Next, we'd like you to give a **speech** at a fundraising dinner. This is how to generate **word of mouth** about your views.

A week before Election Day, we'd like you to hold a **press conference**. We'll announce it with a carefully planned **news release**. Reporters from local **media** will be there. They will help you to get coverage in **print** through local newspapers. But more importantly, their **online** articles will improve your **Internet** presence.


Let's start working on the details this week.

—Alan Luria, Luria Public Relations





# Exercise

⑥  Listen to a conversation between a radio host and a guest. Mark the following statements as true (T) or false (F).

- 1 ☐ The woman is disappointed with the result of her campaign.
- 2 ☐ The law has more support than it had a few years earlier.
- 3 ☐ According to the woman, media outlets released information that hurt the campaign.



# Exercise



7  Listen again and complete the conversation.

**Host:** Now, the county voted on this law a couple of  
1 \_\_\_\_\_, right?

**Guest:** Yes. But few people knew or cared about it then. It  
2 \_\_\_\_\_ due to a lack of support.

**Host:** But this time, it had lots of support. You really 3 \_\_\_\_\_  
your message effectively. It was amazing!

**Guest:** You're very 4 \_\_\_\_\_. But really, local media outlets  
did much of the work.

**Host:** I suppose media attention led to additional 5 \_\_\_\_\_  
\_\_\_\_\_.

**Guest:** Yes. Really, lots of people 6 \_\_\_\_\_ this campaign to  
succeed.

recently

broadcast

You're very kind

Media outlets

Media attention

# Exercise



7  Listen again and complete the conversation.

**Intern:** Excuse me, Sandra. I'm reading your strategy report. It says that the 1 \_\_\_\_\_ - \_\_\_\_\_ communication plan is working.

**Analyst:** That's right. We're getting lots of useful 2 \_\_\_\_\_ from our customers.

**Intern:** But I'm 3 \_\_\_\_\_. Isn't all communication two-way?

**Analyst:** Well, all communication has a 4 \_\_\_\_\_ and a receiver. But that's not what we mean by "two-way."

**Intern:** So what 5 \_\_\_\_\_ ?

**Analyst:** In two-way communication, both parties are receivers.

**Intern:** Okay, so two-way communication is a 6 \_\_\_\_\_.

**Analyst:** Exactly.

01

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

02

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

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 Relations.  
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?



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