

Communication & Media



- Communication
 - Communicare → sharing of meaning
 - Professionalised in 20th century
 - Information and Communication Society
- Media
 - Conduits for messages to masses or targeted audiences
 - 5+1 mass media: Display communication, newspapers, radio, cinema, television + Internet

Integrated Communications

- Public Relations
- Advertising
- Direct Marketing
- Personal Selling
- Sales Promotion



PR



- PR is the management of relationships (both internal and external)
- Manages both reputation & perception of organisations, brands and individuals.
- Deals with ‘opinion’ → create and sustain positive public opinion
- Specific tools and methods for achieving objectives (releases, conferences, events, etc.)

PR



- "Public relations helps an organization and its publics adapt mutually to each other." (PRSA)
- "Public relations is the discipline which looks after reputation, with the aim of earning understanding and support and influencing opinion and behaviour. It is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organisation and its publics." (IPR)

Specificities

- Longer term (vs. advertising, sales promotions)
- Specific 'indirect' tools (releases, conferences, events, sponsorship) give rise to publicity
- No or little media space buying (vs. advertising)
- Does not directly sell products or brands but promotes the organisation as a whole

