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The Dynamics Of Public Relations

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Abstract. Most public relations research advocates for stronger organization-public relationships and the implementation of dialogic theory to advance the practice and elevate the status of the public relations practitioner. However, this study reveals that internal relationship dynamics can prevent corporate public relations practitioners from carrying out this function of the public relations role.

Corporate public relations dynamics: Internal vs. external ...

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Dynamic Public Relations

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The Public Relations Society of America (PRSA) released a modernized definition of PR in 2012 that states, "Public relations is a strategic communication process that builds mutually beneficial

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relationships between organizations and their publics” (PRSA Staff, 2012).

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