

Lesson 3- P.R. distinguishing features

- 1- Planning: an attempt to balance between our endless ambitions and our limited capacities, planning is one of the most important functions of the administration.
- 2- Sustaining: means going on supporting developing and growing up.
- 3- Dynamicity: it means to be dynamic and moving so fast.
- 4- Publicity: P.R. is public activity dealing with people either inside or outside the company.
- 5- Objectivity: it means that P.R. has own goals and aims either internally or externally.
- 6- Mutuality: it means to emphasize the double nature of P.R. not only to understand the public but also to be understood by them.
- 7- Deals with people from their points of view not ours.