

Lesson 5- P.R. Value:

- 1- Public relations can represent the needs, interests and desires of the organization's various publics/ stakeholders to management and then back from management to them, explaining management's perspectives. It opens a dialogue between an organization and the publics it affects. The dialogue can encourage mutual adjustments between an organization and the society it serves.
- 2- Public relations focus on society in the widest sense and should work in the greater interest of society, rather than the narrow interests of the organizations it serves.
- 3- In working toward the best interest of society, public relations have the opportunity to improve cooperation of an organization with its publics and perhaps avoid any random or coercive action on the part of government.
- 4- P.R. provides useful information to people about various aspects of their lives.
- 5- P.R. people take the role of raising issues and concerns and remind management of ethical responsibilities.
- 6- P.R. helps management formulate, advocate and teach objectives that are sounder.
- 7- In The principles of public relations reflect the basic cooperative natures of people, and thus, P.R. people earn their reputation as problem solvers.