

Lesson 15- P.R. Trends:

Unlike many other academic disciplines, public relations is changing rapidly. That's because the profession is affected by changes in technology, media, and culture. Public relations is a people-focused profession.

Therefore, major changes in people's lives – technological, social, economical, and political – bring changes in the ways public relations professionals identify, build, and sustain relationships between organizations and their stakeholders.

Here are some of the major changes and trends affecting the public relations

- 1- **Technology development**: one of the main changes is the communication revolution through various aspects like internet, cell phone and many other changes which affect everything from the way we personally interact, to the way commerce is conducted, to how nations govern. One of the major public relations advantages of this development is that it allows organizations to communicate directly with their stakeholders without media gatekeepers. Before the Internet, organizations relied exclusively on traditional media outlets to reach those stakeholders who were too large or too difficult to reach through organizational media (e.g., brochures, flyers, etc.). That meant the media was ultimately in control of the message – unless it was purchased through advertising. Organizations can reach stakeholders directly through their websites with unfiltered messages. One of the other advantages of this development is the speed at which messages may be disseminated. Organizations can

spread their messages worldwide within days – if not hours. The speed of message dissemination can also be a problem if the message is negative or false. A lie can travel around the world faster than ever before. A public relations practitioner can go to bed at night with everything fine, and then wake the next morning to a public relations crisis.

2- **Transparency**: organizations today have to manage their reputations 24/7. A big part of this new ongoing reputation management is depend on transparency which means that organizations keep their internal and external public aware about its work ,results and facts. Stakeholders are expecting – even demanding – that organizations show greater honesty and openness. Stakeholders want to know about organizational policies, procedures, standards and ethics. If organizations want to develop mutually beneficial relationships with their public, they will need to be more transparent. Also, while —spin‖ has never been advocated by PR professionals, it has become increasing bad effects to long-term public relations goals.