**Global and International Public Relations**

**Country Presentation (20 pts.)**

**Information to include in your 20-minute presentation:**

1. Present an overview of the country based on the Sriramesh and Vercic’s framework for understanding

global public relations practices (three umbrella elements: Infrastructure, culture, and media, and their sub-factors), plus our add-ons: an umbrella element of professionalism (body of knowledge, professional associations, set of ethical/professional standards, and a system of education) and a media transparency (factor we added to Media). Include information about the level of professionalism/professionalization of public relations in your Country. This is an additional element of the framework proposed by your professor in the textbook (professionalism includes the body of knowledge about public relations developed in that country, a system of formalized education, professional associations, and the development and enforcement of established codes of ethics).

2. Make sure to cover major elements within the framework by using information from reliable sources (reference peer-reviewed journals, etc.; **not** Wikipedia). Make educated choices on which factors spend time. Make sure to cover all umbrella elements and all factors (at least briefly).

**Consult your professor about where to get related academic articles about your country. Also, see recommendations at the end of this document on searching for relevant research literature.**

3. Find and present one or two major theories/theoretical approaches/frameworks that were developed by local academics in this country. Briefly introduce authors (scholars who write about practices in this country). You can incorporate this information into the professionalization/level of professionalism element. Consult professor for more information on how to find local academics (body of knowledge).

4. Provide information about the status of PR Education in the country (system of education).

5. Include the ranking of your country on the index of media bribery (Kruckeberg & Tsetsura, 2003).

What else is known about media transparency /nontransparency practices in this country? (factor: media transparency).

6. Name major trends in public relations practice in the country.

7. Discuss the status of women in public relations in the country.

8. Share an interesting PR-related case from your country (**with prior approval from the professor**).

**Basic Requirements:**

* Prepare a presentation and a separate outline (presenters’ notes) of your presentation in MS Word with the main information.
* Include a list of references at the end of the outline AND throughout the presentation (all sources you used, in APA style).
* Include one slide at the end of your presentation that shows a reference list, in the APA style, of all materials you used to prepare your presentation (same as the list in the outline).
* Send me an electronic copy of your presentation and the outline via email BY 9a.m. Saturday of WEEK 3. (to get at least 14 pts.).
* Plan to have a 20-minute presentation (stay on time, for 16pts. or better)
* Provide visual aids (pictures, graphs, presentations) whenever possible BUT PLEASE be aware of copyright and attribute the visuals (for 16 pts. and better).
* Attribute all important information to the sources you use (cite sources in your outline and slides).
* Required SOURCES: Find and read **at least five (5) peer-reviewed articles** from major journals (start with *Public Relations Review, J of Public Relations Research, J of Communication Management, PR Inquiry, Corporate Communication: An International Journal* journal, available via Com. Source Database) and **at least two or more professional websites, periodicals, etc. (Global Alliance PR Landscapes Project)**
* **OPTIONAL (for 18pts. or more):** you can utilize professional and media periodicals, including IPRA, Institute for Public Relations in the USA, official websites of local PR associations, etc. Consult your professor if you have a hard time finding sources.
* Avoid using unspecified, questionable Internet resources. Do not cite Wikipedia as your source.
* **For 18 pts. or more**, connect with the recommended academic expert or practitioner from your country and ask them via email or zoom three standard questions below plus any 1-2 questions you want to ask. Contact your professor to get the contact name and info.
  + **Standard Questions for Your Mini-Interview:**
    1. What are the three most important things one should know about your country if one plans to practice strategic communication there?
    2. What would be one distinct example of culture in your country that can really make or break one’s public relations efforts in your country?
    3. What are the ways to reach successfully target publics in your country? Which media channels will not work and why? Does age play a difference?

Optional:

* + 1. How would you characterize the level of professionalism of public relations in your country?
    2. What is your favorite example of a recent successful (or not so much) strat.com./PR campaign from your country?

**Rubric for Evaluating Your Presentation (20 pts., or 20% of your total grade)**

**To get at least 14 points, you must:**

1. Follow all instructions and complete the requirements listed above.

2. Present material in a clear, professional fashion.

3. Use some visual aid that can enhance your presentation and help you to clarify your points.

4. Stay within the time limits (20 minutes) and send your presentation and a complete pdf handout to your professor by 9a.m. on Saturday, Week 3.

**To get at least 16 points, you must meet all the requirements above plus:**

1. Use multiple peer-reviewed sources that are current (preferably, written in the last five years) and

comprehensive.

2. Use sources from major public relations journals and periodicals mentioned in class.

3. Check the materials published about public relations theory and practice in the Internet resources of

major international and local associations and public relations institutions and, whenever possible, incorporate them into your presentation.

4. Choose examples that are clear, illustrative, and specific to public relations; approved by the professor.

5. Be able to answer questions after your presentation directly and clearly.

6. Demonstrate a clear command of the material (comprehensive reading).

7. Present the material clearly (practice your presentation).

8. Demonstrate solid presentation skills (nonverbal and verbal skills).

9. Do not read your entire presentation from the paper (cards with information are OK to have).

10. Be respectful of other presenters (do not leave in the middle of someone’s presentation, be in class for

all presentations AND listen carefully, be respectful of other presenters, ask questions, do not discuss

topics outside public relations, etc.)

**To get at least 18 points, you must meet the requirements listed above plus:**

1. Demonstrate a strong command and superb knowledge of the material.

2. Be able to clearly identify and share major public relations trends, theory, and practices in the country

and demonstrate (during your presentation and Q&A) that you can reflect, compare, and contrast

public relations in your country of choice with others in the region and/or in the world.

3. Go above and beyond the minimum requirements listed above: *Interview a local academic or practitioner.*

4. Be able to answer questions from the professor and fellow students, shortly and to the point.

*5.* Ask thoughtful questions about other classmates’ presentations and actively participate in discussions

after presentations *on all days.*

6. Have fun with your presentation and be creative in presenting your material! Spark our interest about

your country’s public relations theory and practice so that we wish we have got that country for

presentation.

Show your enthusiasm about your presentation!

**How to search for academic articles for your country presentation using our main database COMMUNICATION SOURCE**

All Sections

No unread replies. No replies.

Here are some tips on how to find peer-reviewed academic articles for your country presentation.

I hope you will find these steps helpful:

**Take the following steps to find articles about public relations in your country:**

1. login to your library
2. Select "COMMUNICATION SOURCE"
3. THIS IS A DATABASE YOU WANT TO USE FOR ALL YOUR COMMUNICATION/PR ACADEMIC ARTICLES
4. Enter keywords in the search:  YOUR COUNTRY and "Public relations"
5. Start reviewing many peer-reviewed articles (make sure to select at least 5; Public Relations Review is the best journal to find relevant articles) you found to inform your presentation along the outline.
6. Additionally, visit websites of the following professional associations to look for more information about PR in your country:

1) IPRA -- international Public Relations Association (it has a good IPRA magazine with current, up to date info about PR practices around the world

<https://www.ipra.org/>

2) Global Alliance -- an umbrella organization that unites professional PR associations around the world; go to their "Projects and Resources" on the top of the homepage and select Landscapes - country reports about PR practices. See if your country is there.

<https://www.globalalliancepr.org/>

<https://www.globalalliancepr.org/landscapes>

3) Institute for Public Relations -- the U.S. based non-profit organization dedicated to the industry. Look through the research section of the website; it publishes research on global PR. You can also search for relevant peer-reviewed articles in the IP{R academic journal PR Journal.

<https://instituteforpr.org/>

<https://prjournal.instituteforpr.org/>

4) Search on google for country-specific professional associations and their websites (use keywords).

1. Have fun putting together your presentation!

Let me know if you have any questions.

Dr. Katerina Tsetsura,

Your Global PR professor