



Halmos College
of Arts and Sciences
**NOVA SOUTHEASTERN
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MEMO

To: Whitney Lehmann, Ph.D.

From: Arianna Morel

Date: Wednesday, Jan. 17, 2024

Subject: What is Public Relations?

PART I

Chapter 1 explored various definitions of public relations offered by academics, authors and industry organizations. For PART I, respond to the following prompts:

“Public relations are the methods and strategies used to control how information about a person or company gets out to the public, especially to the media.” (Bennett, 2024)

Bennett, C. (2024). *What is public relations PR? definition of public relations PR, public relations PR meaning*. The Economic Times.
<https://economictimes.indiatimes.com/definition/public-relations-pr>

- I. The definition uses the word strategies to convey how PR is strategic.
- II. The definition in the chapter is a lot more precise about what public relations is. While this one allows for a definition that is understandable to the general public and models more of the old one-way model of PR.