

Public Relations Thought and Practice COM-210-TE

This TECEP® tests concepts taught in a one-semester course in public relations. Topics include: the foundation ideas and fundamental concepts of contemporary public relations practice; studies of public opinion formation, influence and measurement; techniques of communication and journalism which effectively reach large audiences; and management skills required to plan and execute a successful public relations program. (3 s.h.)

- **Test format:** 100 multiple choice questions (1 point each)
- **Passing score:** 65%. Your grade will be reported as CR (credit) or NC (no credit).
- **Time limit:** 2 hours

Topics on the test and their approximate distribution

- 1. Concept, practitioners, context, and origins (30%)**
 - 1.1 Defining public relations
 - 1.2 Clarifying key terminology
 - 1.3 Numbers, salaries, assignments, roles, and practitioner challenges
 - 1.4 Issues in organizational settings
 - 1.5 Origins and development of the public relations field
- 2. Theoretical foundations (30%)**
 - 2.1 Professionalism
 - 2.2 Ethical foundations, codes of ethics, and accountability
 - 2.3 Legal considerations, freedoms, lobbying, and protections
 - 2.4 Theoretical trends and systems perspectives
 - 2.5 Communication theories, mass communication, and public opinion
 - 2.6 Internal and external relations
- 3. Management process (30%)**
 - 3.1 Defining public relations problems
 - 3.2 Planning and programming
 - 3.3 Taking action and communicating
 - 3.4 Evaluating the program
- 4. Public relations practice in different settings (10%)**
 - 4.1 Public relations in corporate organizations, government, politics, the military, nonprofits and NGOs, health care, associations, labor unions

Outcomes assessed on the test

- Discuss the origins of and changes within the public relations field over time and what is expected of contemporary practitioners
- Identify the core values, theories, principles that guide the practice of public relations
- Describe the steps and processes involved in executing the management function
- Illustrate the similarities and differences in the way public relations is practiced in different organizational settings

Study materials

Cutlip and Center's Effective Public Relations. Glen M. Broom and Bey-Ling Sha.
Current edition. Boston: Pearson

You can also use other college-level resources in this subject to prepare. If you choose another text, compare its table of contents against the topic outline to make sure the topics are covered.

Sample questions

1. Which area of public relations deals with emerging issues and their potential impact on an organization?
 - a. Public opinion
 - b. Issues management
 - c. Public affairs
 - d. Lobbying

2. Approximately half of all public relations practitioners work in
 - a. government
 - b. business and commercial areas
 - c. health care and hospitals
 - d. public relations firms

3. In the public relations field, what is the most common threat to a client-firm relationship?
 - a. Clients' questions about costs
 - b. Resistance to outside advice
 - c. Superficial grasp of the client's unique problems
 - d. Personality conflicts

4. In which era did muckraking journalism led to the widespread introduction of public relations in business?
 - a. Postwar Era, 1945 - 1965
 - b. Roosevelt Era, 1930 - 1945
 - c. Booming Twenties Era, 1919 - 1929
 - d. Seedbed Era, 1900 - 1917

5. What is the main purpose of licensing public relations practitioners?
 - a. To regulate access to posts in the field
 - b. To create an elite of public relations practitioners
 - c. To preserve the well-being of society
 - d. To achieve better wages for licensed practitioners

6. Publishing and selling the creative work of others and protecting property rights of one's own creative work is regulated by
 - a. libel and publication regulations
 - b. access and deregulation
 - c. Securities and Exchange Commission
 - d. copyright and trademark law

7. Early theories of mass communication suggested that audiences were passive recipients of media messages and thus vulnerable to manipulation. Which of the following best describes current thinking?
 - a. Audiences are more vulnerable and passive than ever before.
 - b. Television viewing, in particular, creates increased activity in the right hemisphere of the brain.
 - c. Active receivers are not uniformly affected by mass communication messages.
 - d. Technology has led to increasingly passive recipients at the ends of message transmission systems.

8. Which form of communication is most effective in forming or changing predispositions toward an issue?
 - a. Interpersonal
 - b. Media
 - c. Group
 - d. Public

9. What is the major advantage of organizational publications?
 - a. Their ability to provide a revenue source for sponsoring organizations
 - b. Their ability to deliver specific, detailed information to narrowly defined target publics
 - c. Their ability to avoid the problems typically associated with two-way media
 - d. Their ability to give sponsoring organizations a means of uncontrolled communications

10. What should a public relations media practitioner do if she does not know the answer to a reporter's question?
 - a. Give the reporter other information she is certain is correct.
 - b. Say that the information is "off the record" and will be disseminated later.
 - c. Say "I don't know" and promise to provide the information later.
 - d. Say "no comment," rather than appear uninformed.

11. The "internal factors" portion of a firm's public relations situation analysis often includes
 - a. a communication audit
 - b. strategy suggestions
 - c. community focus groups
 - d. a listing of media contacts

12. The process of identifying publics who are involved and affected by a situation central to an organization is called a(n)
 - a. exploratory survey
 - b. situation interview
 - c. communication audit
 - d. stakeholder analysis

13. Approximately what proportion of nonprofit sector practitioners conduct audience research?
- One-quarter
 - One-half
 - Two thirds
 - Almost all
14. Psychographics refers to
- individual values, lifestyles and characteristics
 - individual sex, age, race and income statistics
 - potential influence
 - all of the above
15. The American flag is an example of a
- stereotype
 - semantic device
 - symbol
 - message
16. Which traditional news criterion would you expect to be most important in public relations messages distributed through the mass media?
- Proximity
 - Timeliness
 - Prominence
 - Impact
17. In recent years social media has had a major impact on the practice of public relations. In which of the following areas has the impact been greatest and experienced most immediately?
- Politics
 - Retail business
 - Automotive sales
 - Nonprofits
18. Which phase of public relations audience research is associated with summative evaluation?
- Implementation
 - Impact
 - Attitude change
 - Preparation
19. What is the primary public relations activity in financial relations?
- Measuring investor opinions toward the company
 - Producing the annual report
 - Making arrangements and preparing materials for financial meetings
 - Writing and disseminating financial news releases

20. Which of the following Internet-related challenges is most significant in the public relations field?
- a. Representing clients using new social media environments
 - b. Finding stable, cost-effective Internet providers
 - c. Training staff to use social media
 - d. Staying abreast of changing technology

Answers to sample questions

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| 1. b | 2. b | 3. a | 4. d | 5. c | 6. d | 7. c | 8. a | 9. b |
| 10. c | 11. a | 12. d | 13. c | 14. a | 15. c | 16. d | 17. a | 18. b |
| 19. b | 20. d | | | | | | | |