

PUBLIC RELATIONS DISCUSSION

STUDENT A's QUESTIONS (Do not show these to student B)

- 1) What comes to mind when you hear the term 'public relations'?
- 2) What do you think of public relations?
- 3) What is the function of public relations?
- 4) Would you like to work in public relations?
- 5) Do you think public relations is really just modern propaganda?
- 6) Why is government public relations called 'spin'? What do you think of spin?
- 7) Do public relations officers get paid to lie?
- 8) Have you ever been angry with a company's (or government's) attempts at public relations?
- 9) Why do companies need a whole public relations department?
- 10) What companies do you think have the busiest public relations departments?

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STUDENT B's QUESTIONS (Do not show these to student A)

- 1) What do you know about public relations?
- 2) What do you think people study on a public relations course?
- 3) Do you think you'd be a good public relations person?
- 4) Which world leaders really need a good public relations team?
- 5) Is public relations the same as image management?
- 6) What do you think of the PR surrounding the war on terror?
- 7) A management expert said public relations is relationship management, and is at the core of an organization's development. What do you think?
- 8) Which of these PR techniques are best: press releases, podcasts, Internet ads, televised events, use of celebrities, press conferences?
- 9) What's the difference between public relations and advertising?
- 10) How has the Internet changed public relations?

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