

Role Of Organizational Public Relations In Public Image Building In Pakistani Society

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ABSTRACT

Practice of public relations in organizational image building is becoming very demanding because of its multi-dimensional practices within this era. Active role of public relations department makes any organization popular among its clients. The theories and models of public relations can be integrated with the foundations of public relations by applying main theories and models like four models of public relations (press gentry, public information, two way asymmetric and two way symmetric models). The main objective behind this article was to understand the role of public relation image building in Pakistani society. Furthermore the basic objective behind this research was to explore the role of PR that actively it builds image of any organization in its publics and how it addresses the needs of publics and how these organizations reconsider its policies in the light of active feedback of its public relations departments. The data was collected with the help of closed ended questionnaire through survey from Coca Cola Pakistan Limited to gauge the influence of PR activities in image building of organizations efficiency. The results of this research showed wonderful impact of public relations on the image building. Finally, this research concludes that public relations played a very important role in an organization and its publics to create positive long term relation.

Key Words: *Public Relations, Organizations, Image buildings.*

1.1 Introduction

Public relation, as the name suggest is to maintain the relationship between the organization and public. Each organization whether it is belonging to government sector or private, small level organization or progressive or corporate level, every organization needs a strong public relation with public to maintain its status. Organizations try to maintain relations with public to enhance and promote good relations with their potential customers to gain success. Corporate reputation formed as a process that congregate and judge over time to various public groups who interact with the organization (Herbig & Milewicz, 1993). In recent times, the term public relations not limited to only creation of goodwill among public regarding organization rather than communicating persons who affect business results such as policymakers, media analysis's, customers and shareholders and policy persuaders. Public relation is vital attribute supporting value of organization, supremacy and brands of all stakeholders. Ornamental the knowledge understanding and enthusiasm to a brand through "public relations" is usually a critical element of overall approach planned to uphold and raising bars of performance and trustworthiness.

Public relation is a captivating filed where public describes it more in the means of "what it does rather than what it is". The term public relations refer that mutual understanding among public and organization. Public relation applies to an organization as a communal group, not just a business; where public encompasses the variety of various stakeholders.

Image building is an idea which an individual holds about another individual, social event or organization. Till the end of the day, picture is an impression which an individual or a social event that think about others with respect to himself/herself/itself. In the light of these clarifications a corporate picture can be ignited up as a wide extent of impressions that the framework makes around an organization. Corporate picture is very important and undeniable part which is difficult to duplicate and it can obtain prevalent, practical cash related implementation (Sasmita & Mohd Suki, 2015).

Any Organizational image is consist of four key sections in which the organizational image has subjective representatives, aims social affairs (customers, associates) and system. These are inquiries about the organization, confirmation of the association, status of the organization and the similarity of the firm with its rivals. In this remarkable situation, organizational image is established in light of making organizational image cracks. It was observed these days, that organizational image needs to associate suggestions that emphasize each vital process of the organization which are beginnin0g from the goal of associations and appreciative to its basic drives and its organized efforts with external situation (Altınbaşak, & Yalçın, 2010).

Organizational reputation is the sighted method for customers, contenders, credit supervisors, industry analysts and distinctive individuals. An even more clear definition is that the organizational reputation chooses how the organization is seen by different people by the extent that an organization generates frameworks, budgetary status, social and shared commitments. the corporate reputations is checked by these mechanisms i-e the estimation of whole deal and theories and its development in the test, its improvement level and the nature of its work power and interest of qualified representatives. Organizational image is the affirmation procedure for the organization

by customer, provider or centered condition. Presently, the qualification between organizational image and organizational reputation turns into an essential factor (Altınbaşak, İ., & Yalçın, E. (2010). Accomplices sort out into publics because of issues they have and need for the enlightenment of a relationship. Publics take part in unique correspondence that leads to deal with issues with an affiliation. (Gay, R., Charlesworth, A., & Esen, R. 2007).

Polonsky (1995) stated various kinds of public in public relations that's are;

- Financial institutions
- Legal/court
- Consumers
- Competitors
- Suppliers
- Shareholders
- Employees
- General
- Interests groups
- Government
- Media &
- Scientific community

1.2 Goals of the Study

The purpose of this study is intended to;

- ❖ Discover the effects of public relations practice in organizational sector of Pakistan.
- ❖ Measure the liaison among organization, its employees and the public.
- ❖ Investigate and evaluate perceptions and effectiveness of public relation.
- ❖ Verify the basic target of public relation practice to create good image of the organization

1.3 Delimitations of the Study

For the allocation of this research study the researcher will focus to explore on the point of view publics and the connection between org.-public relationship and image building. According to the recommendations of public relations experts, it is recommended that, org.-public relationship must be evaluated and measured by both approaches of relationship and image building (Kriyantono, 2017).

1.4 Significance of Study

This study will be beneficial to hypothesize organization of understanding in practice of org.-public relationship and to discover the image of organizations. Research scholars and public relation experts have dedicated their focus on relationship and image building to measure usefulness of public relations. Many renowned social scientists have found a close relation between these notions.

There are minor researches on this topic to do literature review in Pakistan. This research will be a valuable addition on org.-public relationship and organizational reputation. On the other hand,

the results of this study will be helpful in the practice of PR. These days, PR practitioners have mixed reputation management to highlight the financial value of their tasks, on the other side of the picture, research scholars have been generally focusing on relationship with strategic publics of an 'organization' on the perspective of 'public relations'.

1.5 Background of Study

Grunig (2009), "Throughout the history of public relations, practitioners and scholars have attempted to identify and name a single concept that defines the value of public relations". Also, for something like 25 years, advancing pros and analysts have attempted to make checklists that would build up that Public Relations is stunning or fuses respect".

Doorley & Garcia (2015) in their study titled "Reputation management: The key to successful public relations and corporate communication" investigated that 'Congress of Cardinals' chosen him 'pontiff and Pope Francis' recognized he'd forgotten to check out of his hotel room. Therefore, he caught back on a bus with some other cardinals and took care of the bill.

Tyquin, Mehta, & Bradley (2018) in their study titled as "A definitional dilemma: Arguing the case for distrust in public relations" observed that in 'public relations', trust has been regarded as the decisive indicator of exceptional relationship quality. In fact confidence is repeatedly cited throughout the 'public relations' literature as one of the significant way to measure the effect and purpose of any public relations campaign.

Language is one of the main issue in this as mentioned by W. Shahzad, Shahzad, K., Farooq, A., Shah, L., 2020 (2020), (Shahzad, et al.2018).

(Grunig, & Hung-Baesecke (2015) observed in their study titled as "Ethics as a precursor to organization–public relationships: Building trust before and during the OPR model" that this example as "the yield for the Holy Grail" in light of the manner in which that the scan for such key considerations has wound up being fundamental in publicizing, they joined that advancement have gotten one faddish term after another which started with presentation in the early history of advancement: "First it was picture, by then personality and picture together and before long than that the outstanding terms are notoriety and brand".

Coombs & Holladay (2015) in their study named "'Public Relations Relationship Identification in Research: Enlightenment or Illusion" noted that the identity of' Public Relations 'in research circles parameters that can restrict or heighten the field. In this paper it is measured that how 'public relation' have been evolving the "relationship identification" in research. Generally; Public Relations Research is different with sub-disciplines such as emergency and communication which is ruled by an associational approaches. It shows a connection between open affiliations and authoritative notoriety which has been changed into the focal concentration in the examination and routine for publicizing.

Ferguson (2018) in his study named as "Building Theory in Public Relations: Inter-Organizational Relationships as a Public Relations Paradigm. The scholar established that 'agreement' on a hypothesis for public relations learning would significantly boost the possibility of productive theory of development. The author seems influenced by Thomas Kuhn and claims that until those

who call themselves public relations scholars arisen to ‘agreement’ on the focus of public relations research and theory development. The research in public relations is active while, there is not much focus on theory development. Almost two epochs ago, an exemplary move of promoting investigation required relations among associations and publics

Grunig, J. E., Grunig, L. A., & Dozier, D. M. (2006) in their study “Public Relations as Communication Campaign” in the second book of the excellence measured approaches and identified these characteristics of value into two parts:

- 1) Departmental point of internment in complex communication practices
- 2) Presented essential for the established plan about correspondence.

Wilson, D., & Supa, D. W. (2013) in his study “A Corporate Solution to Global Poverty” noted that current developments in the contribution, representation, and involvement of Latins, African Americans, Native Americans, and Asian Americans have employed various media which are linked all over the text.

2 Research Methodology

After reviewing the literature and previous studies to broaden the perspective of this study, and also supported by the theory, the researcher able to examine the research methodology process for research work. The purpose of this study is to investigate and to determine public relation’s contribution in building the image of publics in Pakistani society considering their professional role with the organizational culture.

Research method is a roadmap that a researcher adopt to complete his/her work. It is a process that is carried out to conduct research study. It is an approach of investigation. Research methodology gave research outline that he/she must follow throughout research process. In this part, the researcher looked at techniques to be used to answer hypotheses and research questions. In research method, the researcher explain data gathering, the population, the way of data collection, sampling method and criteria used for the assurance of the affiliations. Present research study employed the methodology of survey to find the “Role of Organizational Public Relations in Image Building of Public’s in Pakistani Society”.

2.1 Population of the Study

Targeted population of current research study was employees of HR departments of selected organizations and consumers of these organizations who directly or indirectly interact with these organizations.

2.3 Sample Size

Sampling is a process to select the respondents from the whole population. Sampling is done due to limited resources and time. There is no hard and fast rule to decide sample size. However, the researcher selected sufficient sample size to represent role of public relations in image building of organization in publics. Sample size of current research study is 450 respondents, from which 250 respondents were selected from HR departments employees of selected organizations and 200 respondents were selected from general publics who are consumers of selected organizations to

know about “Role of Organizational Public Relations in Image Building of Public’s in Pakistani Society”. In return 226 questionnaires were returned from employees of HR departments hence response rate was 90.4% and from public out of 171 questionnaires were returned and response rate is 85.5%. In this way overall cumulative response rate was 88.2%.

Table 2.1: *Sample Size*

Sample Selection	Sample Size
HR departments of selected organizations	250
General Public	200
Total	450

2.4 Sampling Technique

Sample is a process to select the respondents from large population. To select the appropriate sample, sampling technique is used. Without adopting any formal sample technique, researcher is considers ad biased and results cannot be achieved on objectivity bases. As data was collected from organization’s employees and general consumers of products, hence researcher used purposive sampling technique. Using purposive sample technique, researcher selected 50 employees from HR department of each organization and 60 respondents from general public of selected district.

Table 2.2: *Division of Sample Size of Selected Organizations*

Sr. No.	Company	Sample	%
1	Coca Cola Pakistan	50	20
2	Engro Fertilizer	50	20
3	Fatima Fertilizer	50	20
4	Fauji Fertilizer	50	20
5	Unilever Pakistan	50	20
	Total	250	100

2.5 Research Tool

As researcher used survey method to collect the data from targeted public, questionnaire was used as research tool to gather the data. For the said purpose, researcher prepared two questionnaires as tool to collect the data from HR employees of selected organizations and to collect the data from general public. The questionnaire that was designed for HR employees consisted on forty one (41) close ended questions and one (1) open ended question. Whereas the questionnaire that was designed to collect data from general public was employed on twenty seven (27) close ended questions and one (1) open ended question. Both questionnaires were designed in English and were translated in Urdu as well.

2.6 Data Collection

The more challenging task for the researcher was data collection. As data was collected from organizations' employees and general public, hence researcher visited selected five (5) organizations to collect the data from employees of HR department. Appointment from departmental heads and filling questionnaire were difficult and time taking task. Furthermore, visiting four (4) towns of district Rahim Yar Khan was also exhausted work. Researcher consumed round about five (5) months to collect the data from organizations and two (2) months spent to collect the data from selected four towns. To gain attraction of respondents, both i.e. (organizational & public) questionnaires were written in English with Urdu translation.

2.7 Data Processing

Data processing was done using Statistical Package for Social Sciences (SPSS) software to maintain the accuracy. Whereas results of research study presented in the form of tables and graphs where necessary to increase understandability.

3 DATA INTERPRETATION

Interpretation of collected data and results are discussed in detail, as in the previous chapter the procedure and methodology was elaborated.

3.1 Questionnaire Part-I (Filled by HR employees of organization)

Table 3.1: *Demographic Characteristics of Respondents (Departments)*

Organization (Department)	F	%
Coca Cola	46	20.35
Engro Fertilizer	48	21.24
Fatima Fertilizer	50	22.12
Fauji Fertilizer	43	19.02
Unilever Pakistan	39	17.26
Grand Total	226	100.00

Note: The above table shows the demographics of respondents who filled the questionnaire. As result shows that 20.35% respondents were selected from Coca-Cola Pakistan, 21.24% respondents selected from Engro Fertilizer, 22.12% respondents selected from Fatima Fertilizer, 19.02% respondents selected from Fauji Fertilizer and 17.26% respondents belonging to Unilever Pakistan filled the questionnaire.

Table 3.2 *How much experience you have in this department?*

	F	%	M	S.D
1-5	66	29.2		
5-10	87	38.5		
11-15	43	19.0	2.16	.995
More than 15 years	30	13.3		
Total	226	100.0		

Note: The above table shows the experience of employees of selected organizations. 29.2% employees said they have experience between 1-5 years, 38.5% said they have experience 5-10 years, 19.0% said they have experience 11-15 years while 13.3% respondents argued that they are working in this department more than 15 years. Hence majority of respondents were experience between 5-10 years. Mean value is 2.16 and SD value is .995

Table 3.2: *Do your department conducted evaluation of your PR from any external companies in last two years?*

	F	%	M	SD
Yes	196	86.7		
No	18	8.0	1.19	.509
Not Sure	12	5.3		
Total	226	100.0		

Note: Above table shows the results of evaluation of organization by external companies. Result shows that 86.7% respondents said YES their department conducted evaluation of PR from external companies in last two years. Whereas 8.0% respondents denied this statement and 5.3% respondents argued that they are not sure about that. Hence, majority of respondents agreed with the statement. Mean value is 1.19 and SD value is .509

Table 3.3: *Do your department conducted internal evaluation of your PR in last two years?*

	F	%	M	SD
Yes	213	94.2		
No	6	2.7	1.09	.378
Not Sure	7	3.1		
Total	226	100.0		

Note: The above table shows the result about internal evaluation of PR in last two years. According to results 94.2% respondents said they have conducted internal evaluation of PR in last two years. 2.7% respondents denied the statement while 3.1% respondents said they are not sure about the statement whether their department has conducted internal evaluation or not. Hence, majority of respondents agreed with the statement. Mean value is 1.09 and SD value is .378.

Table 3.4: *Do your organization or department issued sufficient funds for research?*

	F	%	M	SD
Yes	142	62.8		
No	37	16.4	1.58	.814
Not Sure	47	20.8		
Total	226	100.0		

Note: The above table shows the result about issuance of funds for research. According to results, 62.8% respondents said YES their organization issued sufficient funds for research. Whereas 16.4% respondents argued NO their organization has not issued sufficient funds for research and

20.8% respondents said they are not sure about that. Hence, majority of respondents agreed with the statement. Mean value is 1.58 and SD value is .814

Table 3.5: *How your organization or department handle public relations research?*

	F	%	M	SD
Small level of research evaluation/measurement work is done	32	14.2		
Maximum work done internally	66	29.2		
Maximum work is done by external parties	42	18.6	2.96	1.302
Mixture work; done both internally and externally	52	23.0		
Any other	34	15.0		
Total	226	100.0		

Note: The above table shows the results about handle public relations research. According to the results, 14.2% respondents said that in our organization, small level of research work is done. 29.2% respondents said maximum work done internally. 18.6% respondents said maximum work is done by external parties. 23.0% respondents said mixture work is done i.e. both internally and externally. Whereas 15.0% respondents said any other types is used to handle public relations research. Mean value is 2.96 and SD value is 1.302

4. ANALYSIS AND DISCUSSION

This chapter includes the study results collected through closed ended questionnaires. Subsequently, the facts collected through study, here to study and explore how these classified public relations division presumed its job in the image building of publics with the struggle and incorrect opinion in the course of the process.

4.1 Public Relation: The Dynamic Power for Coca Cola

As per our results, the Coca Cola has an active PR department, the Company deals a surprising and extensive game strategy of refreshments to its customers and buyers, and constantly explores a promising beverage grouping to get improvement in its different markets. To move closer to its clients and help them to please clients' expansion of needs, Coca-Cola FEMSA has changed into a one-stop image for its shops by contribution of a complete nutrition collection - including carbonated soft drink , pops, water, juices, orangeades, isotonic, teas, charged drinks, milk, coffee and even mixture in certain commercial sectors, for instance, Brazil.

As earlier (Fombrun, Gardberg, & Barnett, 2000) discussed a particular domain of promoting those incorporates government relations, regulatory and organized relations concluded that open

concerns based on relations that have an open apprehension which at any point followed up by immense social event and which will influence business works out. This is an unmistakable kind of promotion that incorporates arrange relations i.e. government relations. This study showed that an affiliation which a Coca-Cola FEMSA frequently plans to broaden its consumer relations. The PR department was working personally with its greatest clients to make more grounded multi-faceted relations. Among the association's drives which are accommodating its wide course of action of things and packs for their stores in perspective of monetary matters of matters of that area and the specific characteristics of store

Coca Cola PR department, with its customers from various fronts shows data of its officials and capacities for improvement and motivation behind going market. In this manner data related to each customer is recorded.

Fombrun, Gardberg, & Barnett (2000) In America, for illustration, each organization has exposed apprehensions distribution which grips open info and advertisings The PR in these sections are dominantly accused with transferring a more broad open commitment than open information, which contains simply spread of Public info or overview. The resolution behind open issues is to develop a talk between the association and the system.

This study showed that Cocoa Cola PR department is a bunch of the commercial parts and ponders on endeavors for each consumer section or flow channel. Coca Cola chief channels are slight shops like cafeterias, inns, superstores and outsider dealers. The closeness in these channels comprises on an extensive and essential investigation of the getting models and inclinations of various social concerns of drink purchasers in all regions or distribution channels. In light of this examination, we modify our thing, approval, packaging and assignment methods to meet the specific requirements to have the competence of each channel.

4.3 Conclusion

This study is solely directed on the role of Public relation in the organizational image building with the purpose to examine the relation between organization public relationships and organizational image in the Pakistani society.

This research study contributes to the understanding of how public relations experts can effectively build positive image of the organization through strong relationship and two way communication with customer. The researcher categorically defined that how two way symmetrical model was developed by Grunig is applicable and useful in image building.

This research finds out that the vigorous public response resulted in the good quality of organization-public relationship and also explored that active public feedback is dynamic for public relation department of the organization as the certain corporations for this study were agreed with this standpoint however, this stance was further recommended by the publics of these organization specially.

While this research study noted public awareness can never be denied for the proliferation of organization and public relationship. In specific, the researcher examined how organization-public associations shake organizational image in a motivation models.

Though this research it is revealed that traditional forms of communication were used by the PR departments of these selected organizations for their image building however usage of new media was found during the campaign by these PR experts.

This research also finds out that these companies in the Pakistani market need to focus on the value of the services and experience they offer to customers. However, these companies values call and inquiries of its customers and they have accepted that competitors' comments are considered for further evaluation.

4.4 Suggestions and Recommendations

The connection between organizational public relationship and image building has coordinating effects on divided publics (by communication behaviour).

In the light of this study resulted that researchers need to commend for further future considerations:

1. Organization-public relationship and the image building are authorizing factors which clearly ask about particular research framework.
2. Thorough investigation of image building foundation.
3. Non-calculable relations between PR office and publics in creation of image construction.

4.5 Implications

Here are some implications which were discussed for public relations practice. Although PR Week once held: "reputation management products are becoming as ubiquitous as hot dog vendors in Manhattan" Alfes, K., Truss, C., Soane, E., Rees, C., Gatenby, M., Anderson, F. W., ... & Cissna, K. N. (2013), a growing number of professionals have appreciated liaison management (Grunig & Huang, 2000) has theorized the effect of organization-public relationships on logistic image. For example, public relations practitioners (Feldwicke 2003) wrote an article titled "Every Good Reputation Needs a Good Relationship." Hill & Knowlton, a public relations company, publicized a case about the effect of relationships on repute on its website which was about the practice of firm to improve repute of Shell International by means of relationship management including investor dialogue i.e. "Shell: Reputation, Relationships, Results and Social Responsibility".

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