

SOME USEFUL THEORIES IN PUBLIC RELATIONS

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ORGANIZATIONAL THEORIES

Based on structure/operating environment

- ☐ Systems Theory
- ☐ Enactment Theory
- ☐ Social Exchange
- ☐ Political Economy

Conceptualizing constituents

- ☐ Stakeholders
- ☐ Publics
- ☐ Communities

Addressing needs/concerns

- ☐ Resource dependency
- ☐ Uncertainty avoidance
- ☐ Risk taking/reduction
- ☐ Power (obtrusive v. (unobtrusive))
- ☐ Conflict Theory
- ☐ Negotiation/ Bargaining
- ☐ Game Theory

Managing constituent expectations

- ☐ Trust
- ☐ Satisfaction
- ☐ Reputation | Goodwill
- ☐ Transparency
- ☐ Authenticity
- ☐ Social responsibility/ESG

Relationship-building strategies from marketing

- ☐ Segmentation

- ☐ Branding | Brand identity
- ☐ Brand equity | Loyalty
- ☐ Positioning
- ☐ Life-time customer value
- ☐ Relational v. transactional exchanges
- ☐ Integrated communications

Related to professional performance

- ☐ Excellence theory
- ☐ Practitioner roles
- ☐ Professionalism
- ☐ Professionalization
- ☐ High-performance organization management
- ☐ Practitioner diversity
- ☐ Public relations ethics

COMMUNICATION

Impression Management

- ☐ Self-presentation
- ☐ Dramatism
- ☐ Semiotics
- ☐ Framing theory
- ☐ Radical behavioralism
- ☐ Publicity seeking v. avoidance (privacy)

Rhetoric

- ☐ Rhetorical appeals
- ☐ Devices, strategies
- ☐ Co-created meaning
- ☐ Script/narrative theory, storytelling
- ☐ Apologia

Public Opinion

- ☐ Public sphere
- ☐ Activism/advocacy
- ☐ Agenda-building
- ☐ Issues activation/ response
- ☐ Crisis management

Media Theories

- ☐ Agenda-setting
- ☐ Gatekeeping
- ☐ News values/ newsworthiness
- ☐ Poll-taking
- ☐ Status conferral
- ☐ Media routines conventions
- ☐ Spiral of silence
- ☐ Media bias
- ☐ Information subsidies
- ☐ Knowledge gap
- ☐ Media uses and gratifications
- ☐ Cultivation theory/ mediated reality
- ☐ Media framing
- ☐ Endorsement-explicit/implicit
- ☐ Use of celebrity endorsers, online influencers

Influences of culture

- ☐ Multiculturalism
- ☐ Cross-cultural practices
- ☐ Globalization v. globalization
- ☐ Stereotyping

ACCEPTANCE OF PR MESSAGES

Based on the idea of the active (vs. passive) audience

- ☐ Engagement
- ☐ Symbolic interactionism
- ☐ Construction of social reality
- ☐ Information seeking/ problem solving
- ☐ Information sharing
- ☐ Opinion leadership
- ☐ Rumors/gossip/conspiracy theories

Persuasion

- ☐ Influence
- ☐ Propaganda
- ☐ Social learning (by observation) versus classical or operant conditioning.
- ☐ Cognitive consistency
- ☐ Selective exposure/attention/ retention
- ☐ MAO (motivation, ability, opportunity) to process messages
- ☐ Schema theory; schematic v. piecemeal processing
- ☐ Attitude change
- ☐ Process models of persuasion based on knowledge and involvement (Elaboration likelihood model, heuristic-systematic model)
- ☐ Attribution theory
- ☐ Persuasion knowledge

