FACULTY OF HUMAN SCIENCE

Master one Mass Communication, Public Relations, Audiovisual major

The Fifth English course by Nasri Wahiba

The text:

Public relations (PR) is the practice of managing communication between an organization and its public. One of the main goals of PR is persuasion, which involves influencing the opinions, behaviors, and attitudes of the target audience. Through persuasive communication, PR professionals aim to create positive perceptions about an organization, its products, or its services.

Persuasion in PR relies on a combination of techniques, including credibility, emotional appeal, and logical arguments. Credibility, or ethos, is important because people are more likely to be persuaded by someone they trust. Emotional appeal, or pathos, connects with audiences on a personal level, while logical arguments, or logos, provide facts and reasoning that support the message.

Storytelling is another common persuasive tool in PR. By sharing compelling stories, organizations can connect with audiences in a more relatable and memorable way. These stories can evoke emotions and help people see the value in supporting the organization’s message or cause.

In conclusion, persuasion is a key element of public relations, aimed at shaping the opinions and actions of the audience. When done ethically and effectively, persuasion can help build lasting relationships between organizations and their stakeholders.

The Questions:

1. What is the general idea of the text ?
2. Provide a suitable title for the text .
3. Identify the keywords and try to define them.
4. What is public relations?
5. How does persuasion function in public relations?
6. What factors make persuasion effective in PR
7. How can PR professionals build trust with their audience?
8. Why is emotional appeal important in PR campaigns?
9. What makes storytelling a powerful tool in PR?
10. True or False

* PR is only about advertising and promoting products.
* Ethos refers to the credibility of the communicator.
* Pathos appeals to logic and reason in persuasive communication.
* Logos involves appealing to the emotions of the audience.
* Persuasion in PR can be used to build long-term relationships.
* Storytelling is an ineffective tool in PR.

1. Can you explain why understanding the audience is a crucial aspect of persuasion in PR?
2. Make a summary for the text.