Practice of Public Relations 14th edition Seitel Test Bank

SKU: 9780134895444-TEST-BANK

The Practice of Public Relations, 14e **(Seitel)**
Chapter 2 The History and Growth of Public Relations

1) John D. Rockefeller Jr. was widely attacked when _____.
A) a dozen women and small children were killed in the Ludlow massacre
B) Johnson & Johnson's products were sabotaged, resulting in the murder of company customers
C) the Creel Committee was formed to channel patriotic sentiments of Americans in support of the U.S. role in the war
D) he spoke out against the marriage of Khloe Kardashian and Lamar Odom
Answer: A
Difficulty: 1: Easy
Skill: Application
LO: 2.1: To track the development of the practice of public relations from ancient times to the present.
AACSB: Reflective thinking

2) Public relations can best be described as _____.
A) a continually evolving social science
B) an old, fully established profession
C) a practice that has not yet come of age
D) a profession that is practiced mostly in the United States
Answer: A
Difficulty: 2: Moderate
Skill: Concept
LO: 2.1: To track the development of the practice of public relations from ancient times to the present.
AACSB: Reflective thinking

3) Which major trend below is contributing to the evolution of the practice of public relations across the globe?
A) increasing numbers of mom-and-pop retail, startup companies
B) greater pressure to become a profession like law or accounting
C) heightened public awareness and media sophistication
D) a growing number of online degree programs
Answer: C
Difficulty: 1: Easy
Skill: Application
LO: 2.1: To track the development of the practice of public relations from ancient times to the present.
AACSB: Diverse and multicultural work environments

Copyright © 2020 Pearson Education, Inc.

Practice of Public Relations 14th edition Seitel Test Bank

4) What is the foundation of the public relations practice today?
A) healthy competition with the advertising industry
B) the need for organizations to defend themselves against negative publicity
C) the country's free enterprise system
D) participation in a free and open democratic society
Answer: D
Difficulty: 3: Challenging
Skill: Concept
LO: 2.1: To track the development of the practice of public relations from ancient times to the present.
AACSB: Reflective thinking

5) Professor Marshall McLuhan has become known for predicting _____.
A) unimaginable growth in computer-related equipment
B) the world would become a "global village"
C) the death of the newspaper
D) the emergence of mass communication
Answer: B
Difficulty: 2: Moderate
Skill: Concept
LO: 2.1: To track the development of the practice of public relations from ancient times to the present.
AACSB: Information technology

6) Which of the following is NOT a major trend contributing to the evolution of the practice of public relations?
A) growth in the use of traditional distribution systems, including cars, trucks, and airlines
B) growth of big institutions
C) heightened public awareness and media sophistication
D) dominance of the internet and growth of social media
Answer: A
Difficulty: 2: Moderate
Skill: Application
LO: 2.1: To track the development of the practice of public relations from ancient times to the present.
AACSB: Analytical thinking

Copyright © 2020 Pearson Education, Inc.

Practice of Public Relations 14th edition Seitel Test Bank

7) Which of the following is NOT among the incidences of societal change, conflict, or confrontation that have impacted the growth of public relations in the United States?
A) unhappiness with large institutions
B) minority and women's rights movements
C) consumerism
D) an unstable health care system
Answer: D
Difficulty: 1: Easy
Skill: Application
LO: 2.1: To track the development of the practice of public relations from ancient times to the present.
AACSB: Reflective thinking

8) While public relations is a 20th-century phenomenon, its roots are _____.
A) relatively new
B) tied to the future
C) ancient
D) timeless
Answer: C
Difficulty: 2: Moderate
Skill: Concept
LO: 2.1: To track the development of the practice of public relations from ancient times to the present.
AACSB: Reflective thinking

9) Which of the following is NOT true of the Sophists?
A) They were masters of rhetoric and reasoning.
B) They established a model for today's lobbyists.
C) They gathered in the amphitheaters to extol the virtues of political candidates.
D) They were not elected to leadership positions because they were good speakers.
Answer: D
Difficulty: 1: Easy
Skill: Concept
LO: 2.1: To track the development of the practice of public relations from ancient times to the present.
AACSB: Reflective thinking

Copyright © 2020 Pearson Education, Inc.

Practice of Public Relations 14th edition Seitel Test Bank

10) Where did the term *propaganda* originate?
A) with the Creel Committee during World War II
B) with Pope Gregory XV to spread the word about Catholicism
C) with the sophists, who walked around telling citizens of Rome who to vote for
D) with the farmers who grew grapes in ancient Italy
Answer: B
Difficulty: 2: Moderate
Skill: Concept
LO: 2.1: To track the development of the practice of public relations from ancient times to the present.
AACSB: Reflective thinking

11) American experimentation with public relations techniques began around the founding of the _____ when _____.
A) Massachusetts Bay Colony; George Washington set the Pilgrims free
B) nation; colonists disgraced themselves by reminding loyalists that: "Taxation without representation is tyranny"
C) republic; colonists tried to persuade King George III that they deserved the same rights as English men and women
D) Associated Press; the Committees of Correspondence disseminated pro-British information
Answer: C
Difficulty: 1: Easy
Skill: Application
LO: 2.1: To track the development of the practice of public relations from ancient times to the present.
AACSB: Reflective thinking

12) What does the work of 18th-century patriot Thomas Paine demonstrate?
A) the persuasive power of early American communicators
B) that poetry can be highly persuasive
C) the colonists' love for the written word
D) how much the British despised American freedom
Answer: A
Difficulty: 2: Moderate
Skill: Application
LO: 2.1: To track the development of the practice of public relations from ancient times to the present.
AACSB: Analytical thinking

Copyright © 2020 Pearson Education, Inc.

Practice of Public Relations 14th edition Seitel Test Bank

13) Some scholars consider _____ the forerunner to today's White House press secretary because of the duties he performed for Andrew Jackson.
A) Phineas T. Bluster
B) Larry Speakes
C) Ivy Ledbetter Lee
D) Amos Kendall
Answer: D
Difficulty: 1: Easy
Skill: Concept
LO: 2.1: To track the development of the practice of public relations from ancient times to the present.
AACSB: Reflective thinking

14) What is the main lesson of the "FYI: P.T. Barnum Redux" Chapter 2 feature?
A) The Kardashians learned the value of performance and truth in public relations.
B) P.T. Barnum's publicity-seeking methods are just as effective with 21st-century media.
C) The media will eventually get tired of glitzy publicity stunts.
D) In the 21st century, social media has surpassed traditional media.
Answer: B
Difficulty: 1: Easy
Skill: Application
LO: 2.1: To track the development of the practice of public relations from ancient times to the present.
AACSB: Application of knowledge

15) Principles developed by Ivy Lee in working with the press on behalf of business included _____.
A) recognition that any publicity was good as long as a client's name was spelled correctly
B) commitment to present his client's point of view honestly, accurately, and forcefully
C) formation of third-front organizations
D) creation of "people in the street" interviews
Answer: B
Difficulty: 2: Moderate
Skill: Concept
LO: 2.2: To underscore the contribution to the field of two pioneers, in particular, Ivy Lee and Edward Bernays, whose philosophies and policies set the tone for modern-day public relations.
AACSB: Reflective thinking

Copyright © 2020 Pearson Education, Inc.

Practice of Public Relations 14th edition Seitel Test Bank

16) Which of the following was Ivy Ledbetter Lee's principal contribution to the field of public relations?
A) a recognition that the public needed to be informed
B) a devotion to assisting "robber barons" in damning the public
C) support for techniques employed by Barnum
D) an enduring belief in muckraking
Answer: A
Difficulty: 2: Moderate
Skill: Concept
LO: 2.2: To underscore the contribution to the field of two pioneers, in particular, Ivy Lee and Edward Bernays, whose philosophies and policies set the tone for modern-day public relations.
AACSB: Reflective thinking

17) What do Ivy Lee's proponents cite as one of his biggest contributions?
A) He counseled clients that positive public relations begins with performance.
B) He advocated for Barnum's "public-be-fooled" approach.
C) He advocated for Vanderbilt's "public-be-damned" philosophy.
D) He was known as the "father of spin."
Answer: A
Difficulty: 2: Moderate
Skill: Concept
LO: 2.2: To underscore the contribution to the field of two pioneers, in particular, Ivy Lee and Edward Bernays, whose philosophies and policies set the tone for modern-day public relations.
AACSB: Reflective thinking

18) Why were World War I and World War II significant in public relations history?
A) The U.S. government founded the Committee on Correspondence.
B) Organizers mounted publicity campaigns against both wars.
C) The Central Intelligence Agency used "brainwashing" techniques on spies.
D) They revealed the power of public relations techniques to mobilize public opinion.
Answer: D
Difficulty: 2: Moderate
Skill: Application
LO: 2.2: To underscore the contribution to the field of two pioneers, in particular, Ivy Lee and Edward Bernays, whose philosophies and policies set the tone for modern-day public relations.
AACSB: Analytical thinking

Copyright © 2020 Pearson Education, Inc.

Practice of Public Relations 14th edition Seitel Test Bank

19) Publicity and press agentry today are often considered to be the same thing, thanks to _____.
A) the first public relations firm called the Publicity Bureau, which specialized in general press agentry
B) the firm led by Ivy Lee that specialized in counseling top management in the value of building public confidence and trust
C) corporate guidelines set down by Arthur Page and Paul Garrett
D) efforts by Edward Bernays and Doris Fleischman to introduce social psychology techniques in developing strategic communications advice
Answer: A
Difficulty: 2: Moderate
Skill: Concept
LO: 2.2: To underscore the contribution to the field of two pioneers, in particular, Ivy Lee and Edward Bernays, whose philosophies and policies set the tone for modern-day public relations.
AACSB: Reflective thinking

20) One of Edward L. Bernays's biggest contributions to the field of public relations was _____.
A) recruiting Don Hillman, the first distinguished senior practitioner
B) designing the first degree program in public relations
C) using approaches that drew upon insights from the field of psychology
D) understanding the importance of integrating advertising into campaigns
Answer: C
Difficulty: 2: Moderate
Skill: Concept
LO: 2.2: To underscore the contribution to the field of two pioneers, in particular, Ivy Lee and Edward Bernays, whose philosophies and policies set the tone for modern-day public relations.
AACSB: Analytical thinking

21) The work of public relations pioneer D. Parke Gibson reveals that _____.
A) public relations can be used effectively to market products and services
B) multicultural relations have always been an important aspect of the practice
C) good words must be preceded by good deeds
D) media relations deserved much greater attention from practitioners
Answer: B
Difficulty: 3: Challenging
Skill: Concept
LO: 2.3: To chart the growth of public relations and its emergence as a major societal force in the 21st century.
AACSB: Diverse and multicultural work environments

Copyright © 2020 Pearson Education, Inc.

Practice of Public Relations 14th edition Seitel Test Bank

22) What was one major contribution made by public relations counselor Harold Burson?
A) He emphasized marketing-oriented public relations.
B) He stressed that the customer is always right.
C) He advocated for diverse community members to be heard.
D) He founded the Public Relations Society of America (PRSA).
Answer: A
Difficulty: 2: Moderate
Skill: Concept
LO: 2.3: To chart the growth of public relations and its emergence as a major societal force in the 21st century.
AACSB: Reflective thinking

23) From the list below, identify one major public relations trend of the 1990s.
A) Public relations firms began to lose market share to advertising agencies.
B) Larger firms broke off into smaller "boutique" agencies.
C) Smaller agencies merged into international "super agencies."
D) The public's trust in public relations grew significantly.
Answer: C
Difficulty: 3: Challenging
Skill: Concept
LO: 2.3: To chart the growth of public relations and its emergence as a major societal force in the 21st century.
AACSB: Reflective thinking

24) During the years immediately following World War II, the public held corporations and their leaders in _____.
A) high esteem
B) low regard
C) contempt
D) indifference
Answer: A
Difficulty: 1: Easy
Skill: Concept
LO: 2.3: To chart the growth of public relations and its emergence as a major societal force in the 21st century.
AACSB: Reflective thinking

Copyright © 2020 Pearson Education, Inc.

Practice of Public Relations 14th edition Seitel Test Bank

25) From the Chapter 2 feature, "A Question of Ethics: Burson Fumbles Facebook Flap," we can learn that _____.
A) Facebook and Google remain serious competitors today
B) it is unethical to work with two clients at once
C) high-tech clients are very similar to traditional clients
D) one must always disclose whom they are representing as a client
Answer: D
Difficulty: 3: Challenging
Skill: Concept
LO: 2.3: To chart the growth of public relations and its emergence as a major societal force in the 21st century.
AACSB: Ethical understanding and reasoning

26) Which of the following is NOT a principle developed by Arthur W. Page for successful corporate public relations?
A) to create a system that draws questions and criticism from employees and outside publics up through the organization to management
B) to make sure that management softens bad news, especially for employees, stockholders, and community members
C) to prepare "contact employees" with knowledge needed to be reasonable and polite with the public
D) to create a system that informs all employees about an organization's policies and practices
Answer: B
Difficulty: 2: Moderate
Skill: Concept
LO: 2.3: To chart the growth of public relations and its emergence as a major societal force in the 21st century.
AACSB: Reflective thinking

27) Which of the following is NOT a factor that shaped how public relations came of age in the 20th century?
A) the decline of large institutions
B) heightened public awareness and media sophistication
C) societal change, conflict, and confrontation
D) the spread of democracy and capitalism
Answer: A
Difficulty: 1: Easy
Skill: Concept
LO: 2.4: To examine the factors, like social media, that have propelled the practice of public relations as a powerful and valuable force in this new century.
AACSB: Reflective thinking

Copyright © 2020 Pearson Education, Inc.

Practice of Public Relations 14th edition Seitel Test Bank

28) Which of the following trends have most drastically changed the work of public relations practitioners?
A) the growth of cable television
B) the growth of social media
C) consumer use of mobile phones
D) availability of satellite technology
Answer: B
Difficulty: 2: Moderate
Skill: Application
LO: 2.4: To examine the factors, like social media, that have propelled the practice of public relations as a powerful and valuable force in this new century.
AACSB: Information technology

29) In the 21st century, the value of public relations education is evident in _____.
A) more than 200 journalism or communication programs offering a public relations concentration
B) business schools making public relations education an essential part of their curriculum
C) managing editors in print media with college degrees in public relations
D) practitioners acknowledging that they learned key principles in college
Answer: A
Difficulty: 1: Easy
Skill: Application
LO: 2.3: To chart the growth of public relations and its emergence as a major societal force in the 21st century.
AACSB: Application of knowledge

30) In Chapter 2, the author makes the case that the Kardashians share many similarities with which historical public relations figure?
A) Marshall McLuhan
B) Edward Bernays
C) Ivy Ledbetter Lee
D) P.T. Barnum
Answer: D
Difficulty: 1: Easy
Skill: Application
LO: 2.3: To chart the growth of public relations and its emergence as a major societal force in the 21st century.
AACSB: Application of knowledge

Copyright © 2020 Pearson Education, Inc.

Practice of Public Relations 14th edition Seitel Test Bank

31) Recalling "A Question of Ethics: Burson Fumbles Facebook Flap," from Chapter 2, what was the major lesson behind the Facebook-Google controversy?
A) Never reveal your news sources without client approval.
B) It is a mistake to hire freelance bloggers.
C) Do not mislead the public, and always disclose your clients.
D) Media training is critical before doing television interviews.
Answer: C
Difficulty: 3: Challenging
Skill: Application
LO: 2.4: To examine the factors, like social media, that have propelled the practice of public relations as a powerful and valuable force in this new century.
AACSB: Ethical understanding and reasoning

32) Starting in the 1970s and 1980s, companies began to consider minority rights, consumer rights, and social issues. Why did this occur?
A) heightened public and media awareness
B) greater government subsidies for doing so
C) pressure from state regulators
D) increased competition from overseas
Answer: A
Difficulty: 2: Moderate
Skill: Application
LO: 2.4: To examine the factors, like social media, that have propelled the practice of public relations as a powerful and valuable force in this new century.
AACSB: Application of knowledge

33) Increased societal change, conflict, and confrontation in society means that _____.
A) organizations must adapt a "bunker mentality" in order to survive
B) large institutions desperately need professional communications help
C) traditional media are no longer prime news sources for publics
D) businesses and nonprofits should comply with community demands whenever possible
Answer: B
Difficulty: 1: Easy
Skill: Application
LO: 2.3: To chart the growth of public relations and its emergence as a major societal force in the 21st century.
AACSB: Application of knowledge

Copyright © 2020 Pearson Education, Inc.

Practice of Public Relations 14th edition Seitel Test Bank

34) In reviewing media trends in the early 21st century, it is clear that _____.
A) major publics are not as sophisticated as they once were
B) the public has largely turned away from mainstream media
C) print media is still the most widely read among influential publics
D) publics now get their news from a wide range of broadcast and internet sources
Answer: D
Difficulty: 3: Challenging
Skill: Synthesis
LO: 2.4: To examine the factors, like social media, that have propelled the practice of public relations as a powerful and valuable force in this new century.
AACSB: Information technology

35) Which of the following is one of the best reasons why corporations should aggressively practice public relations?
A) It helps them to communicate their products and positions.
B) It enables them to "spin" the issues in their favor.
C) It invites further government regulation.
D) It is cheaper than advertising.
Answer: A
Difficulty: 2: Moderate
Skill: Application
LO: 2.4: To examine the factors, like social media, that have propelled the practice of public relations as a powerful and valuable force in this new century.
AACSB: Application of knowledge

36) The "Tylenol Murders" case involving the Johnson & Johnson Company provides a prime example of how NOT to practice public relations in a crisis.
Answer: FALSE
Difficulty: 1: Easy
Skill: Application
LO: 2.1: To track the development of the practice of public relations from ancient times to the present.
AACSB: Application of knowledge

37) When John D. Rockefeller Jr. faced serious public relations problems in 1914, journalist Ivy Ledbetter Lee stepped in to successfully deal with the crisis.
Answer: TRUE
Difficulty: 1: Easy
Skill: Concept
LO: 2.1: To track the development of the practice of public relations from ancient times to the present.
AACSB: Reflective thinking

Copyright © 2020 Pearson Education, Inc.

Practice of Public Relations 14th edition Seitel Test Bank

38) In the 21st century, the field of public relations is getting stronger and gaining more respect.
Answer: TRUE
Difficulty: 2: Moderate
Skill: Concept
LO: 2.1: To track the development of the practice of public relations from ancient times to the present.
AACSB: Reflective thinking

39) Sophistication in technology and the media's use of it have led to fulfillment of Marshall McLuhan's prediction that the world would become a "global village."
Answer: TRUE
Difficulty: 2: Moderate
Skill: Concept
LO: 2.1: To track the development of the practice of public relations from ancient times to the present.
AACSB: Information technology

40) A key trend contributing to the evolution of public relations is the growing power of public opinion to act as a positive force in shaping democratic societies.
Answer: TRUE
Difficulty: 2: Moderate
Skill: Concept
LO: 2.1: To track the development of the practice of public relations from ancient times to the present.
AACSB: Reflective thinking

41) The practice of public relations began long before fields like law, accounting, and medicine were recognized.
Answer: FALSE
Difficulty: 1: Easy
Skill: Concept
LO: 2.1: To track the development of the practice of public relations from ancient times to the present.
AACSB: Reflective thinking

42) Sophists hired to fight verbal battles for politicians in ancient Rome were early forerunners to today's politicians.
Answer: FALSE
Difficulty: 2: Moderate
Skill: Concept
LO: 2.1: To track the development of the practice of public relations from ancient times to the present.
AACSB: Reflective thinking

Copyright © 2020 Pearson Education, Inc.

Practice of Public Relations 14th edition Seitel Test Bank

43) Some critics contend that the most horrific scandal in the history of the Catholic Church is their handling of reports about priests accused of sexually abusing parishioners.
Answer: TRUE
Difficulty: 1: Easy
Skill: Application
LO: 2.1: To track the development of the practice of public relations from ancient times to the present.
AACSB: Application of knowledge

44) Samuel Adams combined weaponry of sword and pen by organizing the Associated Press to do battle with King George.
Answer: FALSE
Difficulty: 2: Moderate
Skill: Application
LO: 2.1: To track the development of the practice of public relations from ancient times to the present.
AACSB: Application of knowledge

45) Pamphlets, a strategic vehicle used today in public relations, were used by Thomas Paine to rally support for unity among American colonists.
Answer: TRUE
Difficulty: 2: Moderate
Skill: Application
LO: 2.1: To track the development of the practice of public relations from ancient times to the present.
AACSB: Application of knowledge

46) The First Amendment to the U.S. Constitution safeguards the principle that provides public relations practitioners certain rights, including freedom of speech and press.
Answer: TRUE
Difficulty: 2: Moderate
Skill: Concept
LO: 2.1: To track the development of the practice of public relations from ancient times to the present.
AACSB: Reflective thinking

47) The practice of public relations did not make much progress during the 19th century.
Answer: FALSE
Difficulty: 3: Challenging
Skill: Concept
LO: 2.1: To track the development of the practice of public relations from ancient times to the present.
AACSB: Reflective thinking

Copyright © 2020 Pearson Education, Inc.

Practice of Public Relations 14th edition Seitel Test Bank

48) Much of what Amos Kendall did in the "kitchen cabinet" of President Andrew Jackson is similar to what a presidential press secretary does today.
Answer: TRUE
Difficulty: 2: Moderate
Skill: Concept
LO: 2.1: To track the development of the practice of public relations from ancient times to the present.
AACSB: Reflective thinking

49) The American public relations experience dates back to the founding of the republic.
Answer: TRUE
Difficulty: 1: Easy
Skill: Concept
LO: 2.1: To track the development of the practice of public relations from ancient times to the present.
AACSB: Reflective thinking

50) Techniques to attract press coverage used by Phineas T. Barnum are representative of the "public be informed" era that contributed to a positive image of the practice of public relations.
Answer: FALSE
Difficulty: 2: Moderate
Skill: Application
LO: 2.1: To track the development of the practice of public relations from ancient times to the present.
AACSB: Application of knowledge

51) In today's media world, headline seekers such as the Kardashians still employ a range of press agentry techniques.
Answer: TRUE
Difficulty: 2: Moderate
Skill: Application
LO: 2.1: To track the development of the practice of public relations from ancient times to the present.
AACSB: Analytical thinking

52) The adversarial relationship between the robber barons and muckrakers led to the need for hired professionals to explain to the public what industrialists had been unable to convey.
Answer: TRUE
Difficulty: 2: Moderate
Skill: Application
LO: 2.1: To track the development of the practice of public relations from ancient times to the present.
AACSB: Application of knowledge

Copyright © 2020 Pearson Education, Inc.

Practice of Public Relations 14th edition Seitel Test Bank

53) Ida Tarbell and Upton Sinclair were among early pioneers in the field of public relations.
Answer: FALSE
Difficulty: 1: Easy
Skill: Concept
LO: 2.1: To track the development of the practice of public relations from ancient times to the present.
AACSB: Reflective thinking

54) Despite the pioneering efforts of Edward Bernays in the public relations field, Ivy Ledbetter Lee is considered the true "father of modern public relations."
Answer: FALSE
Difficulty: 3: Challenging
Skill: Concept
LO: 2.2: To underscore the contribution to the field of two pioneers, in particular, Ivy Lee and Edward Bernays, whose philosophies and policies set the tone for modern-day public relations.
AACSB: Reflective thinking

55) Edward Bernays is remembered as a public relations pioneer largely due to his straight-ahead journalistic approach to the practice of public relations.
Answer: FALSE
Difficulty: 2: Moderate
Skill: Concept
LO: 2.3: To chart the growth of public relations and its emergence as a major societal force in the 21st century.
AACSB: Reflective thinking

56) Growth in numbers of people utilizing techniques associated with public relations for World War II led to a growth in numbers of people practicing public relations in peacetime.
Answer: TRUE
Difficulty: 2: Moderate
Skill: Application
LO: 2.4: To examine the factors, like social media, that have propelled the practice of public relations as a powerful and valuable force in this new century.
AACSB: Application of knowledge

57) In the 1970s and 1980s, companies were obligated to consider the rights of minorities and consumers, a task that they willingly volunteered to do.
Answer: FALSE
Difficulty: 3: Challenging
Skill: Concept
LO: 2.4: To examine the factors, like social media, that have propelled the practice of public relations as a powerful and valuable force in this new century.
AACSB: Analytical thinking

Copyright © 2020 Pearson Education, Inc.

Practice of Public Relations 14th edition Seitel Test Bank

58) The practice of public relations has aided the spread of democracy throughout the world.
Answer: TRUE
Difficulty: 2: Moderate
Skill: Concept
LO: 2.4: To examine the factors, like social media, that have propelled the practice of public relations as a powerful and valuable force in this new century.
AACSB: Analytical thinking

59) While social media have provided a revolutionary new form of personal expression, they have not fundamentally changed the practice of public relations.
Answer: FALSE
Difficulty: 2: Moderate
Skill: Concept
LO: 2.4: To examine the factors, like social media, that have propelled the practice of public relations as a powerful and valuable force in this new century.
AACSB: Information technology

60) Although public relations education isn't generally integrated into most business schools, your textbook author believes that it should be.
Answer: TRUE
Difficulty: 2: Moderate
Skill: Concept
LO: 2.4: To examine the factors, like social media, that have propelled the practice of public relations as a powerful and valuable force in this new century.
AACSB: Written and oral communication

61) List and explain at least two ancient public relations principles and techniques that are still used by today's public relations practitioners.
Answer: • Ancient rulers in Iraq motivated farmers through bulletins to find ways to grow more food to feed the populace, making them more likely to be content and productive citizens.
• Roman emperor Julius Caesar rallied the citizenry through staged events and a pamphlet to support a war effort.
These are strong examples of planned persuasion targeted to a specific public for a particular purpose, the heart of public relations strategy and use of appropriate tactics.
Difficulty: 2: Moderate
Skill: Application
LO: 2.1: To track the development of the practice of public relations from ancient times to the present.
AACSB: Application of knowledge

Copyright © 2020 Pearson Education, Inc.

Practice of Public Relations 14th edition Seitel Test Bank

62) Discuss the contributions Ivy Ledbetter Lee made to the field of public relations.
Answer:
- Recognition that training, often as a journalist, or at least understanding of what journalists do, and need for a story are keys to entering public relations work and succeeding in it
- The need to present the client's perspective in an honest, accurate, forceful way
- Admitting mistakes and doing everything possible to avoid making the same mistake again
- Recognizing the need for wealthy people to understand how those less fortunate survive and to generously reach out to assist them when appropriate

Difficulty: 2: Moderate
Skill: Concept
LO: 2.2: To underscore the contribution to the field of two pioneers, in particular, Ivy Lee and Edward Bernays, whose philosophies and policies set the tone for modern-day public relations.
AACSB: Reflective thinking

63) Discuss the contributions by Edward L. Bernays to making the practice of public relations more professional.
Answer:
- Publishing the landmark book, *Crystallizing Public Opinion,* which established the term "counsel on public relations"
- Teaching, in 1923, the first course on public relations on the college level
- Recognizing talents that women bring to the field by recruiting practitioner Doris E. Fleishman, later his wife, and building a top-flight agency

Difficulty: 2: Moderate
Skill: Concept
LO: 2.2: To underscore the contribution to the field of two pioneers, in particular, Ivy Lee and Edward Bernays, whose philosophies and policies set the tone for modern-day public relations.
AACSB: Reflective thinking

Copyright © 2020 Pearson Education, Inc.

Practice of Public Relations 14th edition Seitel Test Bank

64) What events or indications have occurred that challenge leaders and governments to recognize the growing power of global media, public opinion, and democracy?
Answer:
- In 2005, after the defeat of Saddam Hussein signaled the potential for a democratic Iraq, an astounding 10 million citizens—70% of eligible voters—went to the polls to elect new leaders.
- In 2008, Kosovo declared its independence from Serbia in a stunning signal of freedom. Also, democratic revolutions in Georgia and Ukraine challenged Russian dominance.
- In 2011, the political uprising that swept through the Middle East represented the most significant challenge to authoritarian rule since the collapse of Soviet communism. Champions of democracy demanded that tyrants cede power as the "Arab Awakening" extended into totalitarian nations such as Syria well into the winter of 2013.
- By 2018, revolution had been beaten back in Syria, Egypt, and Turkey. A return to authoritarian rule and instability in countries from Libya to Afghanistan to Iraq again became the order of the day. Meanwhile, random terrorist attacks throughout the globe continued to plague the world order, even as anti-societal, militant groups like the Islamic State were confronted and largely subdued.

Difficulty: 3: Challenging
Skill: Synthesis
LO: 2.3: To chart the growth of public relations and its emergence as a major societal force in the 21st century.
AACSB: Reflective thinking

65) List and explain the ways in which technology has transformed the practice of public relations in the 21st century.
Answer:
- Technological innovations have led to awareness and sophistication about the world, shrinking it to what McLuhan predicted would be a "global village."
- In the 21st century, true two-way communication has arrived largely as a result of the growth of internet technology.
- The impact of the Web and social media on public relations practice has been phenomenal. Key publics including employees, journalists, and consumers now utilize the Web and social media extensively in their daily interactions with others.
- In the 21st century, knowledge of and facility with social media—from Facebook to Twitter, from Instagram to Pinterest, to mobile apps of every variety—has become a front-burner necessity for public relations practitioners.

Difficulty: 3: Challenging
Skill: Synthesis
LO: 2.4: To examine the factors, like social media, that have propelled the practice of public relations as a powerful and valuable force in this new century.
AACSB: Information technology

Copyright © 2020 Pearson Education, Inc.

Practice of Public Relations 14th edition Seitel Test Bank