Global Writing for Public Relations - Connecting in English with Stakeholders and Publics Worldwide 1st edition Flowers Test Bank

SKU: 9780415748834-TEST-BANK

1 The Public Relations Society of America's latest definition of PR is as follows: "Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics."

(A) True

(B) False

Answer: (A) True

2 List four ways to prepare for a global career in public relations, whether one travels abroad or stays at home.

Answer:

Feedback: See pages 43-44. Study abroad courses, exchange programs, courses in international PR and languages, teaching English as a second language, volunteer work, internships or training positions, international clubs, and authentic travel experiences.

3 Which term is used for children raised by expatriates, in which children navigate between two cultures of their family's home country and the country they grew up in, giving them insight into another blended culture?

(A) Global cosmopolitan

(B) Multicultural

(C) Global citizen

(D) Third culture

Answer: (D) Third culture

4 Which three interconnected DNA strands shape organizational character according to the Melbourne Mandate?

(A) Values, leadership, and culture

(B) Globalism, glocalism, and multiculturalism

(C) Pride, success, and power

(D) Communication, transparency, and compassion

Answer: (A) Values, leadership, and culture

5 What principles did James Grunig develop to illustrate how global PR operates in the middle between standard practices that could be universally understood and should be adapted differently on a local level in different places?

(A) Multicultural

(B) Generic

(C) Glocalization

(D) Globalization

Answer: (B) Generic

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6 How does sociologist Roland Robertson define an economic perspective that tailors and advertises goods and services on a global or near-global basis to local markets?

(A) Globalization

(B) Transculturalization

(C) Finanscapes

(D) Glocalization

Answer: (D) Glocalization

7 What does social-cultural anthropologist Arjun Appadurai call the flow of shifting populations in a world of voluntary or non-voluntary expatriates, as well as tourists?

(A) Technoscapes

(B) Mediascapes

(C) Ethnoscapes

(D) Ideoscapes

Answer: (C) Ethnoscapes

8 Which term was originated by the United Nations to apply to a legal entity formed by private persons or organizations without involvement from any government, whether on a local, national, or international level?

(A) Strategic decoder

(B) Intergovernmental organization

(C) Nongovernmental organization

(D) Public affairs

Answer: (C) Nongovernmental organization

9 Which term does sociologist Anthony Giddens attribute to greater interdependence of people and countries due to politics, economics, cultural factors, and growth of technology?

(A) Global cultural flows

(B) Globalization

(C) International public relations

(D) Multinational public relations

Answer: (B) Globalization

10 ___ public relations extends beyond confines of national cultures ("county as culture") and includes other cultural characteristics that people may identify with regardless of physical location, such as ethnicity and religion, among others.

(A) Transnational

(B) Global

(C) International

(D) Transcultural

Answer: (D) Transcultural

11 A local PR professional can play a role as a strategic decoder in decoding discourses and encoding PR programs/materials for specific markets.

(A) True

(B) False

Answer: (A) True

12 Psychologist Linda Brimm uses the term multiculturals to describe well-educated multilingual people who have worked, lived, or studied in different cultures.

(A) True

(B) False

Answer: (B) False

Feedback: global cosmopolitans

13 An example of "think global, act local" is when local Asian media sell news in local languages from home countries to expatriates worldwide.

(A) True

(B) False

Answer: (B) False

Feedback: ""think local, act global""

14 The Melbourne Mandate was developed by members of the Global Alliance for Public Relations and Communication Management to create new principles on shaping organizational character for practitioners worldwide.

(A) True

(B) False

Answer: (A) True

15 Public affairs is the term used for public relations in the government sector.

(A) True

(B) False

Answer: (A) True

16 According to the UN, an intergovernmental organization is another term for NGO.

(A) True

(B) False

Answer: (B) False

Feedback: civil society organization

17 Ideoscapes describe debates on freedom, rights, and politics, as well as counter-arguments on democracy beyond Europe and the U.S.

(A) True

(B) False

Answer: (A) True

18 Transcultural PR stands for representing organizations headquartered in one country with autonomous operations in other international markets.

(A) True

(B) False

Answer: (B) False

Feedback: multinational PR

19 Give an example of how one multinational company thinks globally and acts locally.

Answer:

Feedback: See pages 39-41. Coca-Cola, McDonald's, and Euro Disney to Disneyland Paris.