

# International Public Relations in The age of Globalization

(Think Internationally, Work locally)

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## INTRODUCTION:

- The practice of Public Relations has become an essential part of modern management such that organizations that are worth their salt



- Identity, ideologies, laws of nations, human rights.
- Competition, events, challenges, confusing, conflicts.
- Interactive (IPR), planning, campaigns, advantages, radical changes.
- Imagination, building favorable image
- Religion, culture, languish, new media, target audience
- Positive Impact, mutual understanding, equilibrium, soft power.
- Agreements, Profit, interest, utility, deliberately services,  
business, gathering opinions.
- Vision, view, imagination, planning, strategic plan.
- Network, internet penetration, satellite.
- Nongovernmental organizations.
- Human rights, Human behavior.
- Diplomacy, protocol, discipline, control.
- International law, security.
- International organizations.
- Inter-state interaction.
- War and peace, peace first.
- International justice.
- Nonprofit organizations.
- United Nations (U N).
- Cold war, (media war).
- And alliances, parties, and many more.

## **Overview, (IPR) and the age of globalization:**

- The term Global Village describes the phenomenon of the world becoming more interconnected as the result of the propagation of media technologies throughout the world.
- Economic journalist Thomas Friedman's definition of the global village as a world "tied together into a single globalized marketplace and village"
- Global village indicates daily production and consumption of media, images and content by global audiences.
- Today, the Web is often seen as the medium that most closely joins people throughout the globe, allowing anyone with an





- Each social media platform acts as a digital home for individuals, allowing people to express themselves through the global village.
- Since mass media began, it has called the global village.
- Without it, countries wouldn't be having the knowledge of the others.
- The information received is biased in favor of developed nations
- Social Spheres are greatly expanded by the openness of the web and the ease at which people can search for online communities and interact with others who share the same interests and concerns.
- According to McLuhan,"Increased speed of communication and theability for people to read about spread, and react to global news quickly, forces us to become more involved with others from various social groups and countries around the world and to be more aware of our global responsibilities.
- Nowadays, you can travel around the world without the need to leave your home because of the media as one of the globalization forms, which helped in educating people and raising awareness among them.
- Without media we wouldn't know about the international events around the world.
- Globalization brought to us radios, televisions, World Wide Web (Internet) and social media.
- Similarly, the world is becoming a "**“Global Village” because of the media.** Marshall McLuhan.

## Globalization:

- o The term (globalization) became popular in social science in the 1990s.





## Definition of International Public Relations (IPR):

- o Public Relations have been given varied definitions right from its professional inception. And have developed over a period of almost seven decades.
  - o PR has been defined as “Doing good and getting credit for it”.
  - o “Doing good and letting others know you have done the good”.
  - o “Making friends and keeping them”.
  - o “Reconciling the private and public interest”; etc.
  - o (PR) can be viewed as a management function, which tabulates public attitudes, defines the policies, procedures, and interests of an organization... followed by executing a programmed of action to earn public understanding and acceptance. Lee and Bernays (1992).
  - o The key objective of Public Relations is to achieve and sustain mutual understanding, mutual goodwill and mutual faith between an organization and its publics.
  - o However, at the first World Public Relations Forum, held in August 1978, in Mexico, representatives of more than 30 national public relations associations, in what was termed the “Mexican Statement” defined Public Relations as “the art and social science of analyzing trends, predicting their consequences, counseling organizational leaders, and implementing planned programs of action, which will serve both the organization and the public interest.”
  - o International Public Relations, therefore, is simply PR planned and executed at a multinational (or international) level. That when Public Relations is planned to bring mutual understanding between an Organization and its publics in various countries where the Organization operates, that PR is said to be international.





## Principles of (IPR):

As an effective approach to activities and duties in this field, there are so many general rules, facts, and good behaviors, consider an integrated (IPR) principles should be in mind and action, such as:

- o Involvement:*** to take strategic plan through strategic management
- o Empowerment:*** depends on among all partners, to direct reporting relationship of senior management.
- o Understanding:*** your target audience, challenges and opportunities.
- o Integrating:*** Integrated all functions, between IPR, management, media and technology.
- o Balancing:*** between thinking locally and globally.
- o Management:*** PR as management functions separate from other functions. Its 5 functions via PR functions (ROPE) and international vision.
- o Stay active:*** to run your plan, to communicate using new media.
- o Fact check:*** for accuracy for international rules consideration.
- o Be updated:*** technical development, changing in markets, politics, economic and social.
- o Non interference:*** in the internal affairs of states or societies.

## Basics of (IPR):

(PR) functions are the same functions of IPR (ROPE), but according to international vision.

- (PR) is (PR) wherever it was, internationally, nationally, or locally.
- Once you are going to plan for (IPR) make it strategic.
- Look internationally, work locally.
- Design your plan: The vision, the objectives, and the message.
- In the very beginning of the civilized world the states were mutually interlinked.

- The world actions are guided by a well-defined set of rules, plans.
- Due to technological development the world has become a global village.
- Technological development extended the scope and value of international relations.
- World is going towards integration, globalization, technologically.
- The world is now a single village and states are incomplete with one another.
- In modern times the world has greatly changed as a result of scientific and technological development.
- As a result, events in one part of the world have an immediate impact on the rest of the world. Therefore the states maintain regular relations with other states of the world.
- As an alone individual is nothing similarly, a state without other state is nothing and in the present complex life, a state without relations with other cannot survive.
- Materialistic needs religion, economic requirements, industrialization, security matters and trade etc.
- International relations are an old subject, started in the World War, and especially because of the Second World War, when Cold War between USA and USSR started.
- International relations mean interactions between nongovernmental groups, and international Organizations.
- It is a broad and complex topic both for countries engaged in relationships with other nations,
- Nations affected by domestic political events and nonpolitical influences, including economics, geography, and culture.



## Functions of (IPR):

As we said, (PR) is (PR), wherever it was, locally or internationally. That means its functions are the same, but in case of (IPR) we should look internationally to put our plan according to the 4 functions;

PR is PR whatever it was locally, National or Internationally.

The functions of (PR) are the function of IPR which are (ROPE), running according to international vision:

- Research.
- Objectivities.
- Planning.
- Evaluation.

**1- Research:** It is the first step to have information through:

- Library.
- Internet.
- Questionnaire.
- Observation.

**2- Objectives:** Objectives are specific result that person or institution aims to achieve with in a time frame.

Is a result that a person, system or organization achieve within a frame time. Setting objectives is to solve problems, damage, conflicts and crisis using a decision to build a good image for the organization.

**3- Planning:** Planning depends on research and putting objectives during a plan, plans are dividing into two: Action Plans and Strategic plan.

**4- Evaluation:** Final results must be evaluated, to clear any mistakes may happened, and go on.

## (IPR) Planning:

### **(IPR) planning is a key element of organization success:**

1. Planning is mainly for future, it is an idea for doing or



❖ **Put Intensive plan to cover threats facing the organization, like;**

- Management errors or faults.
- Great loses.
- Corruption.
- Job conflicts.
- Competition.
- Lack of clear views.
- Financial shortage.
- Absence of effective planning.

**Planning Skills:**

1. Put on your mind that planning is a key of success in (PR) and media.
2. Planning is the first process of organization management.
3. Once we are going to plan that means we need first information.
4. Understanding your audience internally and externally to know how to make strategic choices.
5. Making selection from so many alternatives.
6. Planning is the key success in PR and media.
7. Know how to make strategic choices as back bone for your plan.
8. Evaluate your work according to your plan, gradually.

**Roles of (IPR) Practitioners:**

IPR practitioner needs to be proficient in using so many systems of different countries to perform effectively and communicate to their target publics effectively.

(IPR) is more complex because companies are often dealing with several different segments of media, customers, competition and suppliers; therefore, IPR specialists must be able to navigate each of these segments effectively to be successful.

**So, (IPR) practitioner must take care of these roles:**

1. Understand your role from the very beginning.

2. Identify your target audience, and how to reach them.
3. Be professional.
4. Be transparent (open minded).
5. Make your work looks good, attractive, in the way people will appreciate it.
6. Be diplomatic (Say no without having to use the word **no**)!
7. And be polite in response (e.g. just a minute please!).
8. Know how to contact and communicate with your audience.
9. Good use of all IPR tools for good results.
10. Always be ready for the next problem, next surprise.
11. Language and culture should be kept in mind before going internationally.
12. Effective time management.
13. Stay active and get information from consumer, audience and media.
14. Always be ready and available for your job - anytime, anywhere, for anything related to your job.
15. Always schedule your tasks in advance for good release.
16. Keep in contact with different sources of information about your basic group (name, phone number, full address, email and so on).
17. Be available to the public, media, and remain on call all the time.
18. Allow public to follow up to give further information.
19. Having Ability to imagine current issues locally and globally.
20. Write in a way that engages and interests the reader in that country.
21. Before going international, put yourself in the culture there (that country).
22. Culturally, some may prefer colorful, inspirational writing. Some may be motivated by religion, language, while others money, fashion, security, safety, whether, entertainment, social interaction, and no any chronic diseases there, etc.
23. Don't forget from the beginning that, (First impression lasts!).

### Duties of (IPR):

IPR practitioners must act according to the roles mentioned above, to carry out duties and activities which require awareness and skills to achieve them well, perfectly.

## The (IPR) duties mainly are:

- 1. Research:** Understand your target group first - who, where, how, what, when, why?. These questions are the basic keys to any communication plan, to have all information about public, place, nationality, internationally.
- 2. Communication:**
  - (IPR) is matter of communication.
  - Sending and receiving information clearly to your target groups (people, countries, nations).
  - Message can be one - to - one or one - to - many.
  - What do you want to say, how, why, when and to whom?
  - What behavior that resulted, facts, opinion, emotions, decisions, etc.
  - Make sure that your communication makes good results.
  - Finally be a good communicator. (Through effective media means).
- 3. (IPR) Media:**
  - It's certainly a measure concern to win trust and credibility through media.
  - Media help you to build your brand and image.
  - Create attractive interest for others.
  - Speak at events to your target groups.
- 4. (IPR) Management:**
  - Put your plan according to your objectives using information you have had by research.
  - As an (IPR) practitioner you have to use the 5 elements of management ( planning, organizing, leading, controlling and coordinating ).
- 5. Evaluation:**
  - Final results must be evaluated.
  - Evaluating means listing out any mistakes that happened to clear it when putting new plan.

## (IPR) activities:

International public relations are often dealing with several different segments of media, customers, competition and suppliers; therefore, international public relation specialists must be able to

navigate (to find a way through) each of these segments (parts) effectively to be successful, as the following:

### **(1) External communications:**

The international public relations specialist must act as a spokesperson in the global and domestic business realm.

Overall, the communications aspect of international public relations requires impeccable writing skills, cross-cultural knowledge and a strong sense of the company's mission and desired perception.

Remember that External and internal activities are integrated in one plan. Therefore, planning messages disseminated to a targeted audience and employees through a variety of communications channel, social media, including newsletters, bulletin boards, posters, etc.(media tactics).

### **How to use media internationally?.That is a key duty.**

#### **(2) Managing Media and (IPR), side by side:**

Media means a basic PR tool. Public relations are often thought of as simply being able to control the media's view of the company.

While it is not the sole function of the public relations person, it is certainly a major concern.

The international public relations role is more challenging than a domestic role because there are more media outlets to monitor and deal with. How to contact with?

#### **(3) The most effective international public relations person has the ability to tailor strong universal messages and specifically cater to an international market's needs at the same time.**

#### **(4) Gather Opinions:**

An often overlooked duty is the gathering of opinions and information relevant to the company.

It is necessary to conduct surveys and interpret data regarding the company.

Even if the company has a marketing department, it is still the job of the public relations specialist to implement a campaign using the information she has.

#### **(5) Events:**

What is happening here and there?.Another main function of the international public relations specialist is to set up and

coordinate company events, projects, programs, any actions generally involving public participation to meet overall organization goals. These events can range from fundraisers, company parties, news conferences and many more.

**(6) lobbying:**

Pressing a group of people who try to persuade the government to do or not to do. To direct attempts in trying to influence legislative and regulatory decisions in any authority form.

**(7) Promotion:**

Using media, designing techniques such as events to create and stimulate more active interest in a person, product, and organization.

**(8) Corporate sponsorship:**

Providing support to an event by devoting corporate resources in exchange for an opportunity to enhance good will product image and sales products.

**(9) Advertising:**

To plan and execute attractive messages in selected media to further the interest of an organization or person.

**(10) Development:**

Continually, try to develop your activities, fundraising activities and membership designed to influence an organization's relationships with various public.

**(11) Research, first and finally:**

Describes different types of research methodology such as content analysis, public opinion polls or readership surveys. Instead, the term refers to any type of research that yields (products) data for use in planning and evaluating international public relation effort.

**Scopes of (IPR) activities:**

It embraces all kinds of relations: economic, legal, political or any other character, whether they are private or official, And all human behavior originating, diplomacy. Agreements and pacts, international law, international organizations, war and peace, International justice and alliances.

**(IPR) processes run according to a plan towards so many scopes, such as:**

**Official Scope:** (states, countries, governments, regions, alliance).

**Human Scope:** (international orgs, nonprofit orgs, charity organizations).

**Business Scope:** (companies, communities, and public (target audiences)).

**Nongovernmental Scope:** (international organizations, agencies, UN organizations, cultural organizations).

**The basic difference between (PR) and (IPR):**

**In short can be as following:**

**While in case of (PR) the former targets its activities to publics located within a country, the public's of the latter are found across national boundaries. Hence Nwosu (1996) sees.**

- (PR): targets its activities to publics within the country.
- (IPR): its publics can be found across national boundaries - internationally --and globally.
- The basic difference between Public Relations and International Public Relations is that while the former targets its activities to publics located within a country, the public's of the latter are found across national boundaries.
- “deliberately planned, systematic and researched activities of an organization or nation which are aimed at maintaining sound, productive and mutual relations with international publics such as customers, agents, government, business and non-business organizations”. Hence Nwosu (1996).
- In essence, international public relations occur when the geographical scope of a (PR) campaign has been expanded to cover more than one national territory.
- This time the planning, research and communication that accompany public relations campaign at this level are all targeted at publics across national borders.



## **(IPR) tactics to face challenges:**

Taking modern (IPR) approaches to face these challenges and another's there are so many tactics can be used to communicate with all International affairs such as:

- 1- Press conference.
- 2- Meetings.
- 3- Reports.
- 4- Discussions.
- 5- Dialog.
- 6- Negotiation.
- 7- Invitation.
- 8- Statements.
- 9- Media tactics through social media.

## **Modern Approaches of International Relations:**

### **Behavioral Approach:**

Behavior of persons and social groups rather than events, structures, institutions ideologies.

### **Equilibrium Approach:**

Equilibrium is defined as a relationship among the forces operating upon or within an entity or group of entities so that the whole manifests in some degree and some form of stability.

### **Communication Approach:**

The control of the system centers on communication and the ability of a state to control are related to its ability to deal with information.

## **Integration Approach:**

It desires the integration of two or more states to form a new and larger entity for defending themselves as well as for contributing to the situation of world peace.

## **Culture, Religion, Media, in international relations:**

### **1-Culture relations:**

Culture in International Relations has always been a neglected issue; it has only been recently that it gained unimportance in the practice and theory of politics.

Even International Relations (IR) theories have been focused on power and resources in terms of winning the wars (realism), economy in international cooperation.

### **Definition of the term culture:**

- Oxford English Dictionary defines culture as a ‘refinement of mind, taste, and manners; artistic and intellectual development. Hence: the arts and other manifestations of human intellectual achievement regarded collectively ‘the distinctive ideas, customs, social behavior, products, or way of life of a particular nation, society, people, or period. Hence: a society or group characterized by such customs.
- These definitions may seem quite broad. It is our language, art, ways of behavior, priority systems and customs passed on by the consecutive generations.
- This is what we may call today the ‘high culture’ – opera, classical music, visual arts, literature.
- Culture has begun to travel as the earliest relations between



political actors, institutions, and ideas.

- Anyhow, Religious are key to the world in which we live.

## II- Media Relations:

This study assessed the influence of new media in occupying significant status in human communication culture.

- The new media has brought about radical changes in the functioning of public relations, whether international or otherwise.
- New media has increased interactive nests in international public relations (IPR) communication thus making it a real two-way process with regards to the positive contributions of the new media.
- It reduced cost as well as eased research challenges in (IPR) campaign by minimizing financial
- Also, the new media was found to represent an auspicious attempt to tackle the problem of cultural diversities in (IPR) by enhancing the emergence of global village of cultural mutuality.
- On the negative side, the new media presents for the IPR practitioner a new problem of poor Internet penetration in many developing countries making it difficult for the practitioner to reach all his publics via the new media.
- In addition, it was found that the new media presents to the IPR professional the challenge of managing the gamut of messages speed. IPR Keywords: Campaign, Communication, Culture, Organization, Internet.

## IPR and New Media:

What is New Media?: “The term New Media refers strictly to no particular class of communication hardware but only to some form of functionality; that is, some particular results associated with applying some form of technology in communication”.

- The New Media makes advantages of the interpersonal media













- o You can use PR tactics to get your business featured in these publications and increase your chances of being seen by your target audience.
    - o Being seen by your target audience in the media can help to build your profile and brand awareness.
    - o Start by researching the types of publications your target audience reads and the journalists who write for these publications.
    - o The story idea must be newsworthy and relevant to the publication.
    - o You could also write an expert article on this topic and pitch it to the publication.

### **3- It's important for your website:**

- o To appear high in search engine results to get seen by your potential customers.
  - o Some of the ways you can improve the search engine optimization of your website include regularly adding new content, adding the right keywords, creating back links to your website and sharing your content on social media.

#### **4 Speaking opportunities:**

- o A great way of getting in front of your target audience is by speaking at events and conferences.
  - o Start by researching conferences and events your target audience usually attend.





## Exercise:

According to these basics and the content of this paper design a proposal about an (IPR department) suitable to your country (main pointes).

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