

# **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

have got to make it a priority. (Gross, 2012)

- The reason for this trend is straightforward: public image of any organization is most essential for its success and indeed survival.
- Public relations can be viewed as a professional area which is diverse and is practiced by trained and experienced professional who operate efficiently and competently in the various fields.
- It requires a great deal of competence, knowledge and integrity to function effectively in any given area of the profession.
- This fact is valid for International Public Relations (IPR) as it is for Public Relations (PR) at national, regional and local levels.
- However, being a communication endeavor, IPR cannot be executed without recourse to a communication medium.
- In other words, every PR Endeavour (international or otherwise) involves one form of communication or the other and consequently, must be carried out via one form of communication medium or the other.
- Traditionally, Public Relations employ communication media such as newspaper, magazine, radio, television, billboard, bulletins etc.
- This class of media is referred to as the traditional/conventional and/or old media.
- The arrival of what is now known as the new media, however, has resulted in a paradigm shift in the dynamics of PR communication and indeed human communication in general.
- This paper will hence focus on the impact this novel class of the media (new media) has had on International Public Relations.

### **Terms used:**

- Global, international, National, and local.
- International environment, national boundaries.
- Technological development.
- Electronic village, contemporary world, international community, civilized world.

- 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

Internet connection to know what is going on around the world with the click of a mouse -and to communicate with individuals and groups of people in faraway places.

- The world is increasingly interconnected through technology. In order to live and work in a global village we need to develop global literacy.
- Global literacy incorporates a range of overlapping concepts including an advocacy dimension, global citizenship responsibility, and cultural and linguistic awareness. Further, global literacy encompasses a multiplicity of literacy and is grounded in social, cultural, political, and historical practices and events.
- The term "global village" means all parts of the world as they are being brought together by the internet and other electronic communication interconnections.
- The world viewed as a community in which distance and isolation have been dramatically reduced by electronic media (such as television and the Internet).
- What about the impact of Global Village on Human Relations ?
- Within the global village framework people get involved in complex communities of networks stretching worldwide.
- The increasing density of electronically established and maintained human interconnections results in forming new socially significant clusters.
- The global village's implications on human relations are yet to be comprehensively studied primarily in terms of pattern recognition and discrimination techniques.
- Other forms of communication such as Skype allow us to communicate and connect with others, especially others in other countries, easier.
- The new reality of the digital age has implications for forming new socially meaningful structures within the context of culture.

- Interchanging messages, stories, opinions, posts, and videos through channels on telecommunication pathways can cause miscommunication especially through different cultures.
- Electronic media have the ability to impact people differently for various reasons. The messages affect people due to their religion, politics, beliefs, business, money etc.
- With this in mind, the most important thing is to know how they affect them structurally. The time in which messages are received also affects how a message is understood.
- The global village is a comprehensive and seminal way to grasp what should be happening to the world at large and, correspondingly, what should be done with this in mind.
- For Marshall McLuhan the best way is to follow globally the maxims of electronically reproduced ecological thinking taking into account that "The global village absolutely ensures maximal disagreement on all points" (McLuhan: Hot & Cool. NY, Signet Books published by The New American Library Inc. 1967, p. 272).
- Through technology, the creation of social media allows people to constantly comment on each other's posts as well as creating them to share with the multi-media global world.
- Social media has connected people with jobs that they couldn't have received before because of their geographic location. Social Medias are increasingly connecting people throughout the world so that users can learn more about cultures different from their own and maintain diverse relationships, even those from opposing countries. They are also forced to identify themselves with regard to the global world as such practically on a daily basis.

## Global Village and Media:

- People use technology to fit into a **digital community** to which they are not physically connected, but mentally connected.

- 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 the ability 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.

- o What does it mean?
- o (Globalization is the process of interaction and integration among people, companies, and governments worldwide).
- o What is Global Village?
- o The term "global village" means all parts of the world as they are being brought together by the internet and other electronic communication interconnections.
- o The world viewed as a community in which distance and isolation have been dramatically reduced by electronic media.

### **Impact of Global Village on Human Relations:**

- ❖ Within the global village framework people get involved in complex communities of networks stretching worldwide (as far as possible).
- ❖ The global village means increasing of electronically established and maintained human interconnections results in forming new socials, (international groups).
- ❖ The global village's implications on human relations are yet to be comprehensively, recognition and discrimination techniques.
- ❖ **Now**, how to make affective International Public Relations through this “**Global Village**”?

### **Approach to International Public Relations (IPR):**

- International Public Relations consider now as a new approach to this new world “**Global Village**”. So the practice of Public Relations has become an essential part of modern management.
- The reason for this trend is straightforward: public image of any organization is most essential for its success and indeed survival.
- Public relations can be viewed as a professional area which is diverse and is practiced by trained and experienced

professional who operate efficiently and competently in the various fields.

- It requires a great deal of competence, knowledge and integrity to functions effectively in any given area of the profession.
- These facts are valid for International Public Relations (IPR) as it is for Public Relations (PR) at national, regional and local levels.
- However, IPR cannot be executed without recourse to a communication medium; every PR trying (international or otherwise) involves one form of communication or the other.
- Traditionally, Public Relations employ communication media such as newspaper, magazine, radio, television, billboard, and bulletins etc. This class of media is referred to as the traditional or old media
- It is now known as the (new media), however, has resulted in the dynamics of PR communication and indeed human communication in general.
- This paper will hence focus on the impact this novel class of the media (new media) has had on International Public Relations.

### **International Public Relations Concept:**

- o PR is creative writing, high spirit.
- o It is Soft power, credibility, effective communication.
- o We are interacting globally because we are living in global village now.
- o It's very easy to communicate with each other at any time.
- o PR functions remain the same, locally, nationally or globally.
- o PR and (IPR) is a matter of skills, knowledge, planning, and time.
- o It is an ear of the organization.
- o "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".



## 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.

- o When Public Relations policies and programmes are used in projecting a favorable image of the organization, its business and its country in the global community, in an interdependent world, that PR is international Omenugha (2002).
- o [It is] a deliberate, planned and sustained effort geared towards securing the desired favorable image for the organization in the international community, paving way for profitable operations.
- o It is the deliberately planned systematic and researched based activities of an individual or marketing organization or nation which are aimed at maintaining sound productive and international relations with international publics, such as customers, agents, governments, business organizations and others. Prof. Ikechukwu Nwosu
- o Public Relations in multinational organizations and nations, which are deliberately aimed.
- o At sustaining the confidence of their international publics in an attempt to enhance international relations and corporate reputation.
- o The above definitions suggest that International Public Relations is aimed at winning:
  - o Friends, getting support or sympathy of international relations through evaluation of their opinion concerning one's actions. It also aims at achieving common interest; corporate, government and other publics approval and understanding.
  - o International Public Relations could also be referred to as Comparative Public Relations –which involves a search for both similarities and differences between the practice in one or more countries and in the other platforms. The primary purpose of Comparative Public Relations is to identify more or less universal problems that apply widely (Culbertson, 1996).
  - o In simple terms, International Public Relations could also be defined as the practice of Public Relations in an international or cross-cultural context (Culbertson, 1996).
  - o International Public Relations involves Public Relations practices in at least four different realms:

- A. International organizations, e.g. UN, World Bank, IMF
- B. Intergovernmental relations e.g. diplomatic recognition, alliance.
- C. Formation/disintegration and sanctions/embargoes.
- D. Transnational economic transaction e.g. investment trading, financing of Multinational corporations.
- E. Interactions among citizens of different national e.g. through sports, tourism, arts, films, entertainment etc.

International Public Relations and Public Relations have been given varied meaning - The key objective is to achieve and sustain mutual understanding, mutual goodwill and mutual faith (strong belief, trust) between an organization and its publics.

- International Public Relations, therefore, is simply PR planned and executed at a multinational and international level. Omenugha (2002).
- 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 (IPR).

In an interdependent world, that PR is international... [It is] a deliberate, planned and sustained effort geared towards securing the desired favorable image for the organization in the international community.

- International public relations may be defined as the planned and organized effort of a company, institution or government to establish mutually beneficial relations with the public of other nations.
- These publics may be defined as the various groups of people who are affected by the operation of a particular firm, institution, or government. Each public is united by common interest seeking acceptance of a program.

Generally, (IPR) has been defined as following: (IPR) are relationships that are created to communicate between organizations, institution to improve relationship from one country to another.

## 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, globalizationally, 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.

- Narrow view: According to this view 'IR' includes only The official relations
- Broad view: included apart from the official relations among states. All movements of people, goods and ideas across the national frontiers within its preview.
- Public relations (PR) are the practice of deliberately managing the spread of information between an individual's, public, or organizations (such as a business, government agency, or nonprofit organizations, United Nations (UN) organizations.).
- Public relations gaining harmful condition and exposure (being affected, influenced) to their audiences using topics of public interest and news items that do not require direct payment
- The aim of public relations is to inform the public, prospective customers, investors, partners, employees, and other stakeholders and ultimately persuade them to maintain a positive or favorable view about the organization, its leadership, products, or political decisions.
- Public relations professionals typically work for PR and marketing firms, businesses and companies, government, and public officials and nongovernmental organizations, and nonprofit organizations.
- Jobs central to public relations include account coordinator, account executive, account supervisor, and media relations manager. [Wikipedia]
- This situation increased the scope of international relations.
- Today, with globalization, what happens in one nation may affect organization–Public Relations in other nations.

## 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

achieving something in future.

2. We need to plan our work more carefully to maximize output.
3. Plan to make organization's situation safer.
4. Make your plan helpful, creative, and strategic and harmony.
5. Remember that plan is to describe steps and actions that are required regulating to achieve organization's goals and objectives.
6. When putting plan ask for: task, structure and tools such as facilities, equipment, funds and staff (human resources).

### **Planning depends on the following items:**

- Information gain from your audience.
- Vision.
- Objectives.
- Message designing.
- Planning (Types of Planning: Action Pan, Strategic Plan)
- **(IPR) Depend on strategic plan:**

What is (SWOT) analysis?

(SWOT) analysis is a key of strategic planning.

Strategic plan means using (SWOT) key to face weakness by your strength point and to face threats by your opportunities that make balance to go ahead.

### **The key of strategic plans are:**

- S** –Strength
- W**- Weakness
- O**- Opportunity
- T**- Threats.

### **(IPR) planning rules:**

1. Planning is the heart of the (PR), media, and organization.
2. (IPR) plan needs deep and broad vision.
3. (IPR) needs strategic view and imagining skills.
4. Face the organization's weaknesses with the strengthens available.
5. Put your plan according to the international environmental standard.



❖ **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 interest 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 anachronistic 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 required 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 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.

- One of basic difference is that IPR as “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).
- Varied types of groups-nations, states, people, region, alliances, confederations, international organizations, cultural organizations, religious organizations.

All these categories must be dealt with in the study of international relations if the treatment is to be made realistic." (Quincy Wright).

### **Challenges of (IPR):**

#### **Mainly are:**

- 1- **Language:** The foremost issue facing international PR specialists is the language barrier, difficult problem to overcome. Definitely you have to know the language of the country that you are going to visit, if not the same of yours.
- 2- **Cultural Differences:** Because of differences in attitudes, beliefs (religion) unclouded language. So, even a simple message may have very different meanings when transmitted to various cultures.
- 3- **Politics:** deferent regimes, various parts and ideologies. How to contact?
- 4- **Communication channels.** It means you have to use high technologyskills, smart plans, selected team work.
- 5- **Foreign target groups,** how to search in short time?
- 6- **Open markets,** that means strong competition, strategic plan.

### **(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

countries/states/regions appeared.

- Culture traveled with trade, with conquest (by war), and migrations.
- The term International Cultural Relations describes all the relations between nations and its people in regard to their cultural characteristics as also to the cultural heritage and all activities related to culture.
- Cultural Relations as ‘literally the relations between national cultures, those aspects of intellect and education lodged in any society that tend to cross borders and connect with foreign institutions’
- Cultural Relations do happen even if no government action is taken.

#### 10- Religion Relations:

- Some look to religion as a soft power (culture, values, ideas, and differentiation relation between, among states and religions) to connect religion to the IR research agenda.
- Some discuss the aspects of religion and world affairs that can benefit the IR discipline
- One can argue that a decade is not sufficient to produce significant (important) scholarship on religion and IR.
- In other words, the world is needed that would translate these new approaches into research protocols and **make religion “work.”**
- Some suggesting that the relevance of religion is not in some of its forms but in the kinds of interactions between religious and

political actors, institutions, and ideas.

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

### 11- 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

- to give the audience greater control over the communication process”. It basically founded in the computer and internet
- Thus, Nelson (2011) describes the new media to include the following:
    - Internet publishing (books, newspapers and magazine).
    - Social media (blogs, e-mail, SMS).
    - Internet broadcasting (online radio and television).
    - Internet Audio and Video Streaming.
  - The audience has some greater autonomy and control in deciding what to consume and when to consume them, and are also in a position to generate and pass on their own messages and feedback.
  - This way, the gate keeping process becomes liberalized, freed from centralization and bureaucratization; offering greater immediacy in feedback as well as a great deal of interactivity in the communication process.
  - It makes communication a “sharing” process.
  - Naturally, these qualities found in the new media would in one way or the other reflect in the theory and practice of public relations in the light of the new media technologies.
  - The New Media have brought about some turbulence (both positive and negative) in public relations practice.

### **Positive Impacts of the New Media on IPR:**

- Being essentially a communication endeavor, Public Relations (whether international or local) must operate via a communication medium through which the message of a public relations program is carried to the target publics and vice versa.
- For this reason, the nature, strengths and weaknesses of any medium employed for Public Relations would very likely affect the efficiency of the said (PR) effort. International Public Relations employs both interpersonal media and mass media.

- Traditionally, when the mass media are employed in International Public Relations, one naturally expects the (IPR) message to be relayed via channels like radio, television, newspaper and magazine, etc. This category of the mass media is referred to as the traditional media
- However, with the arrival of the internet and the attendant convergences and liberalization, these traditional media now became categorized as the “old media” to differentiate them from the “New Media” which the internet and its numerous platforms have come to represent.
- In employing the new media for IPR purposes, (PR) professionals have a wide range of platforms at their disposal. These include electronic mail, website, blogs, USENET, online news platforms (such newspaper, radio, TV), among others.
- All these media have the potential to bring the organization and its publics to one “roundtable” forum where they can efficiently interact without some of the hurdles characteristic of the “old media”.

### **New Media and Interactive (IPR):**

The New Media essentially differ from the Old Media due to their interactive nature. The New Media afford users the rare opportunity of becoming both content creators and content consumers.

At the same time, feedback, unlike as in the Old Media is immediate in the New Media (Okoye, 2011).

These special features of the New Media become reflected in Public Relations as noted by Phillips and Brabham (2012).

Consequently, with the new media, International Public Relations becomes more interactive.

The (IPR) publics now have the opportunity to ask questions and receive immediate feedback as never available with the Old Media of Public Relations

### **New Media Makes (IPR) More Effective:**

- Similarly, the new media makes it, more effective.
- This advantage is hinged on a fundamental shift which the new media has brought about in the dynamics of information generation and distribution; the media technologies have made generation and distribution of information very cheap and now at the reach of everyone as observed by Abati (2009).
- The Internet now ensures that individuals and institutions can, at minimal cost, become media gatekeepers.
- Any Internet-literate user can now set up personal sites for news publication as well as video and sound streaming.
- The New Media has brought to the (IPR) practitioner a new leverage, a new flexibility in terms of cheap communication. Such practitioner is no longer encumbered by the old media imperative of bearing heavy financial burden of placing his message in television, radio, newspapers, magazines, etc.
- Some observed that the Internet has made it easier to find media contacts and form relationships with journalists, but more importantly the rise of social media and online (PR) has meant bypassing the media and going directly to your audience.
- Therefore, the international public relations manager is able to take the advantage of the new media to reach his publics at very cheap cost.

### **Challenges Posed to (IPR) by the New Media:**

- o The new media has become a key communication platform in the contemporary world, access to it is still below average among developing nations including.

- o For the new Media to prove effective for (IPR) campaigns the target countries of such campaigns must have a reasonable degree of Internet penetration, if not (PR) communication would be ineffectual.
- o Another challenge which the new media era has brought to the practice of International Public Relations is the tendency of the internet to conceal the identity of users. In other words, the audience of the new media could be veiled, faceless, giving rise to a new kind of challenge to the IPR practitioner.

### **Media War, Cold War:**

Historically media consider a part of war and peace. A war can be start by a message or tactic or just a word. In case of no real war a cold war may be running here or there years through media tactics take of economic, diplomatic, or any other issue.

- o For example, the cold war and Vietnam War both depend on Media Tactics.- Media tactics and propaganda techniques were used as a direct tool against the enemy.
- o There was a direct contribution of the media to the war effort. The media on both sides of were responsible for the production of public opinion,
- o The Cold War is accepted to have lasted from 1947 to 1991. At the start of the conflict, media coverage of the Cold War.
- o During this time, the media consisted of, print, film, radio, and TV.

- o All media succeeded in the production of public support for their government's actions against the foreign enemy.
- o It was a calculated action to maintain public antagonism towards the enemy and rejection of their political and economic policies.
- o The media extended the propaganda to every aspect of western life, from radio, film, television and print to even schools.
- o The Vietnam War was termed as the first 'TV war' by Michael Arlen.

This was due to the media coverage of the conflict now becoming exceedingly reported through television.

- o What the media did here was reposition themselves as the only reliable information distributor.
- o What it is now evident is that throughout the Cold War, the media played a central role in the production and maintenance of antagonism between both sides of the conflict.
- o Media also can work as a direct tool of the conflict by communicating.

### **Your audience first:**

- o Your target audience is the people who may be potentially interested in the business, products, or services. They could be customers, potential customers, stakeholders, clients, and more.
- o It's important, particularly in PR, to identify who your target audience is to help you directly your messages and communication to the right people in a way that is meaningful to them.



- o Once you have identified your target audience you can create a PR strategy to communicate with them.
- o This will help you to build a relationship with them, encourage them to become customers build their brand awareness and increase your sales leads.

**Here are some ways to help you to reach your target audience: 1- Engage on social media.**

- o It's likely your target audience is already active on social media. Social media is also a cost effective and direct way to engage people in conversations with the business.
- o It's a good idea to research which social media channels your target audience uses the most and creates profiles on these channels.
- o You can then encourage your audience to follow you by adding social media buttons to your website, marketing materials and in store or sending them an email inviting them to connect with you.
- o You may even consider using a form of social media advertising to help attract followers.
- o You can start conversations with your target audience by posting content. They would be interested in, asking them questions, replying to their comments and more.

**2- To read certain publications:**

- o Which interest them such as newspapers, websites, blogs, magazines or trade publications?

- 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.

- o You can then pitch yourself to the conference organizers to speak on a particular topic in your area of expertise that's also relevant to the event.
- o This is a great way to build your brand awareness and talk to your target audience directly after the presentation.

### **Conclusion; (media and IPR):**

**We can summarize this part of this paper as the following points:**

- The reality of today is that the new media has come to occupy a pre-eminent position in human communication culture.
- Consequently, any form of communication which includes Public Relations must come to reckon with this fact.
- the new media has brought about radical changes in the functioning of public relations – whether international or otherwise.
- the new media has increased interactivensess in IPR communication thus making it a real two way process.
- findings revealed that tremendously reduced cost as well as eased research challenges in IPR campaign by minimizing financial and logistical hurdles inherent in the traditional IPR research channels.
- 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 the same vein, the new media poses for the International PR expert the challenge of contending with the anonymity of many of his publics hence exposing him and his organization

to all sorts of mischief possibly coming from the unscrupulous ones.

- Furthermore, it was found that the new media presents to the IPR professional the challenge of managing the gamut of messages travelling at stupefying speed which the new media PR entails.

Nevertheless, the foregoing discussion has generally underscored one fact; that the new media has become part and parcel of the modern International.

### **(My country image), exercise to think together:**

The Impact of Globalization in Performing International Public Relations Activities- There are Types of International Activities Public Relations

**To build a country image through (IPR) unit there are so many basics,** should be aware through putting a plan for this purpose using the content of this paper, as example:

- 1) Respect the privacy of people's values, identity, culture, and beliefs.
- 2) Commitment to the charters of the international organizations.
- 3) The safety of the country's economic situation.
- 4) Stable value of the national currency.
- 5) Freedom of trade and transactions.
- 6) Commitment to the principles of (IPR) political management. Keep abreast of technical developments, communication, media, PR.
- 7) Smart partnerships with the media are the most influential, nationally and globally.
- 8) Look to the international environment which you will contact, what there?

### **Exercise:**

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

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