

# Example of research paper on public relations ethics comic strip

[Business](#), [Company](#)



Arguably, public relations is to a large extent over-managing information flow between its publics and the Associations of National Advertisers. Public relations practitioners informs and engages, brings vital information back to the Association of National Advertisers and informs key audiences through measurable and real impact on the accomplishments of organizational goals. Public relations practitioners and publicity are by any chance synonymous (Poonia, 2010, p. 142). A recent survey of the global advertisers that was conducted by the Association of National Advertisers showed that the value public relations practitioners delivers which acts as a fraction of the overall marketing mix is rapidly increasing. This is because Public relations practitioners are not any close to the objectives, perspectives and concerns of the Association of National Advertisers CEO than any other marketing and communication discipline. As a key driver of business outcomes, these practitioners are the main drivers of this organization's success including reputation, mitigation, brand building, sales generation, consumer engagement, issues management and wealth creation (Coombs, 2012, p. 314). On the other hand, these public relations practitioners have a big responsibility of representing the public in all areas of building cohesion, community building and peace keeping among others. Unlike the role it plays in managing the flow of information on the Association of National Advertisers, it is a bigger picture and a reflector of the public's progress. Public relations practitioners therefore have a special obligation of practicing their craft ethically with accuracy, highest standards, responsibility and truth to the public (Tymorek, 2010, p. 345).

## **References**

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