

Public relations

[Literature](#), [Russian Literature](#)



Public Relations Rex Harlow is one of the early contributors in public relations. He believed in social responsibility and having a code of ethics (Fugate , par. 4). Harlow encouraged the application of sociological and psychological research in public relations. Another contributor to public relations practice is Ivy Lee. His “ Declaration of Principles” laid the groundwork for public relations as a profession (Turney , par. 1).

Yes, the six principles of Arthur Page are still relevant today. An example is the worldwide product recall of 936, 000 units of Honda’s Fit subcompact, CR-V crossover and the Fit Aria (All Headline News , par. 2). The recall was made because of defects in the power windows and the computer equipment. Honda is practicing Page’s principles because they told the truth about the defects of the car and they were willing to repair it. Honda is able to generate goodwill among its clients because of their move.

Works Cited

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