

Feature story base on interview



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Feature Story Base on Interview Feature Story Based on the interview, the working structure or the operational guidelines pertinent in the field of Public Relations (PR) can be ascertained. Moreover, from the interview provided, the feature story of becoming a successful PR can be determined, which is quite significant in this modern day context. This can be justified with reference to the fact that the notion of PR is recognized to be one of the emerging concepts, which is embraced by every organization, government and educational along with financial institution for accomplishing predetermined business or operational targets. The discussion in the interview mainly focused on elaborating the working experience at PR based companies. According to the interview, it can be ascertained that in order to become a successful PR, there lays the requirement of incorporating certain imperative factors. These factors mainly comprise representing clients with their utmost needs as well as preferences, making the life of the editors happier as well as easier and focusing on the aspect of word count among others. During the interview, Sara, one of the participants, raised the question about the actual significance of word count specifically in the sphere of PR. In this similar context, the professor responded that the facet of word count matters a lot even in the field of PR for attaining significant benefits in long run. Conclusively, these benefits can be measured in the form of satisfying clients, forming as well as developing a better association with the clients, making effective decisions, adopting relevant measures towards addressing along with mitigating several issues and finally, establishing a developed image amid the participants among others. In precise, it can be affirmed that the accomplishment of the above stated benefits would significantly contribute in making an individual successful to

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attain his/her desired targets in relation to the field of PR (Cave, n. d.). Specially mentioning, from the interview conducted, a new angle or dimension can be figured out about facing certain crucial problems while working in the above discussed field i. e. PR. These problems can be determined in the form of having difficulty in getting equipped with new culture or surrounding, shortage of experience in the respective field and deficiency in making suitable, relevant and effective decisions. It is worth mentioning that the two significant factors including editing and writing play an imperative role in the career of PR in the present day context. It is advisable to the students or the learners who possess keen interest in the field of PR that they must opt for reaping varied opportunities that appear in their way with utmost sincerity and dedication. It is also determined that there exists certain important reason for which an individual must consider his/her career much special for better performance of job responsibilities. In this regard, the reasons can be fundamentally determined as earning extensive level of money, enjoying the work by conducting varied potential activities and most vitally gaining better reputation in this contemporary world. Thus, from the above analysis and discussion, the overall working structure, effective guiding principles and the ways to be followed in becoming a successful PR can be ascertained from a broader perspective that have major implications in this contemporary world or society (Cave, n. d.).

Reference

Cave, R. (n. d.). Group 1. Interview.