

Primer Of Public Relations Research Second Edition

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The Inter-mountain Educator
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details

designed to meet the needs of both the public relations education and public relations practitioner communities this comprehensive text explores the types of research most used in public relations practice the first introductory level volume to treat the subject in depth public relations research provides a theoretical framework for reader application defines the knowledge necessary for public relations research elaborates upon informal and formal research methods and describes the techniques involved and provides models for subsequent use following an introductory chapter that redefines the nature and role of public relations research the book is divided into two major sections the first deals with informal research methods and covers research foundations environmental monitoring informal research secondary research and the use of computers in research in part two the authors describe formal research methods addressing issues such as intermediate research considerations the use of survey questionnaires data and content analysis reporting survey results and quasi quantitative procedures ideal as an undergraduate and graduate level text in public relations this volume will also be an indispensable guide to research practice for entry and junior level public relations specialists

master s thesis from the year 2011 in the subject politics topic history of international relations grade 96 course international relations european studies language english abstract the relations between georgia and germany refer to the actual and progressively ongoing process these relations have quite significant tradition in the last century according to the official information close and trustful relations between germany and georgia have the tradition of nearly 200 years therefore the experience earned through the different historical points of german georgian relations can be used from nowadays as well as from the future perspective accordingly the analyze of the important points in these relations and explaining certain circumstances of them should be worth of interest therefore the aim of our research is to clarify the certain points in the history of georgian german relations with the proper theoretical framework our research is dedicated to the two basic points of the history of german georgian relations the first point is the relations connected to the declaration of independence by georgia in 26 may 1918 the second one refers to the restoration of independence in 9 april 1991 based on the independence act of 26 may these two dates had been the crucial points in the history of georgia of the previous century however they had been the basic turning points in the history of german georgian relations as well in the first case the basic motivation for starting the relations between georgia and germany was the issue of georgian independence in the second case the relations between germany and georgia has started after but not immediately after the declaration of independence as well however there is a significant difference between these two periods of georgian german relations first of all the symmetry of developing relations goes differently in the first case the relations had started several years before the declaration of independence which was the direct result of these relations and finished shortly several months after declaring independence in the second case the relations have started some time after the restoration of independence the relations which still go on during the last couple of decades another difference which has the basic importance for our research is the fundamentally different attitude from the german side towards the first and second cases of declaring independence of georgia the research tries to clarify the reasons for such difference and explain it with the proper theoretical concept

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