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to advance the
practice and
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study reveals that
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dynamics can
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associated with public relations that refers to the way in which practitioners interpret an event in a way that benefits their client, in spite of the reality of the situation

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unravel the
complex worlds of
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publication is not
easy. However,

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when the dynamics
of these two
unique professions
are established,
their interaction
becomes apparent.

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The Public
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America (PRSA)
released a

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definition of PR in 2012 that states, “Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics” (PRSA Staff, 2012). In order to build

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these mutually beneficial relationships with publics, most corporations and larger companies enlist the support of external PR agencies to help the in-house team handle the demands of the job.

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As public diplomacy becomes a more collaborative, socially conscious enterprise with increased focus on global issues, problem-solving and shared goals,

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communications--o
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r strategic
communication
efforts to influence
outcomes on issues
that transcend the
particular interests
of any single
organization
(Fessmann,
2016)--will become
an increasingly
important aspect of

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