

MODELS OF PUBLIC RELATIONS

Summary

Public relations are a discipline of social sciences which develops very fast today. But it had its evolutionary development. American scientists James Gruing and Tod Hunt (1984) explored the models of public relations and determined four models of usage. The first model is the model of press brokerage which endeavors to ensure publicity for a client by which truth is not a condition for a good story. The second model is the model of public informing. Its essence is engagement of factory journalists who inform the public. The third is a two-way asymmetric model which includes both feedback and two-way communication. It is asymmetric because of the fact that it is unbalanced. It aims at the change of attitudes or behavior of public and not at the change of organization. The fourth model is the two-way symmetrical model and it is sometimes described as an ideal model or the pure model of public relations. Subjects from both sides participate in the communication and mutually exchange communication respecting common interests. The excellence model, open and closed model are also considered.

Key words: *public relations, models, communication, informing, manipulation, media, press, publicity, public.*