
International Public Relations

— Stephanie Woronko —

Whether you realize it or not, International Public Relations is on our campus...



...and in businesses



States that have Coca Cola
States that don't have Coca Cola

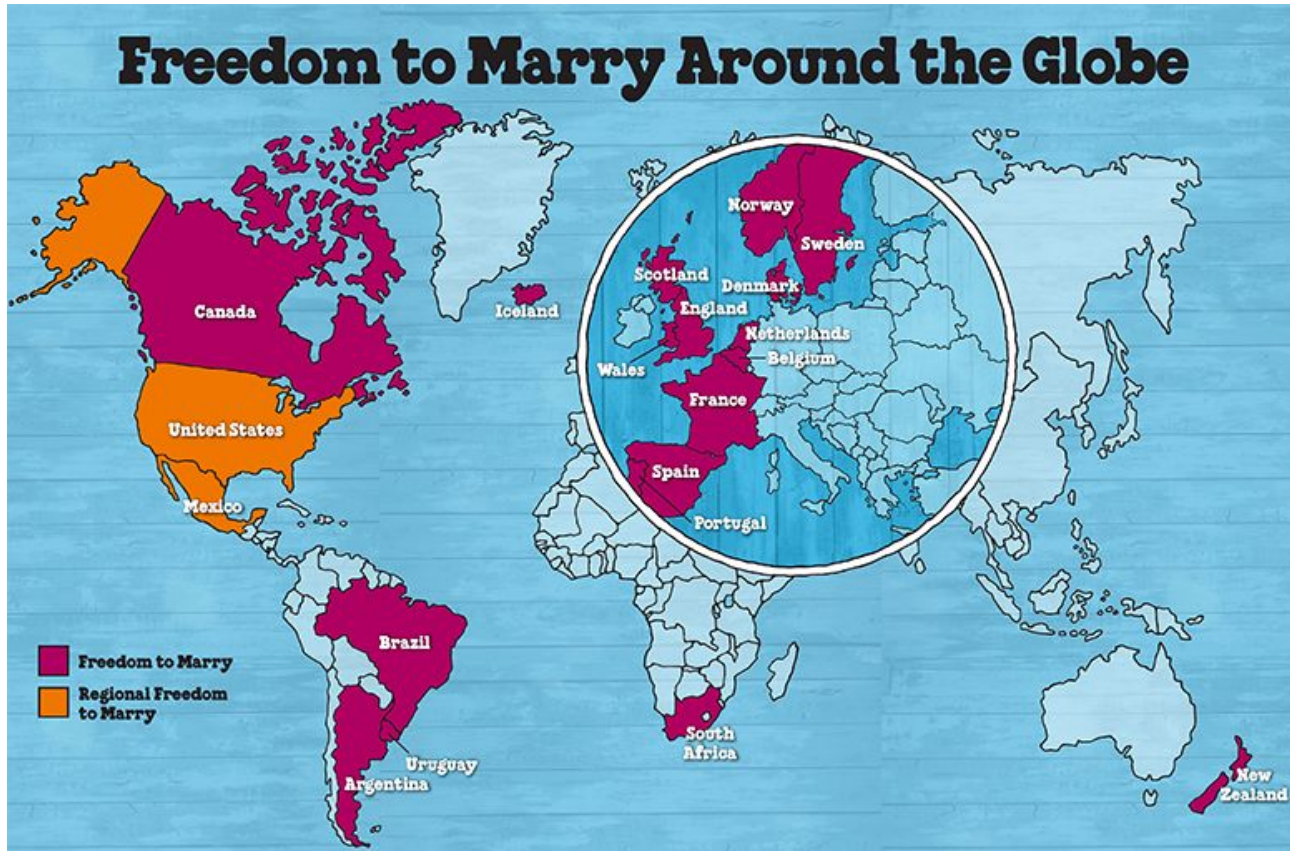
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Inside the “Situation Room”

Determining what global trends should factor into decision making...



...and how your clients may respond



Language

- Translations
- Connotations
- Implications
- Expectations

got milk?

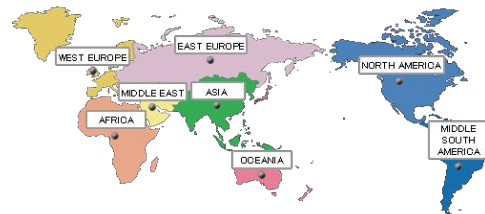
translates to
“are you
lactating?”

British	American
Tap	Faucet
Cooker	Stove
Petrol	Gas
Toilet	Bathroom
Trousers	Pants
Railway	Railroad
Wash up	Do the dishes
Wash your hands	Wash up
Jug	Pitcher
Campsite	Campground

a porn star in Italy...

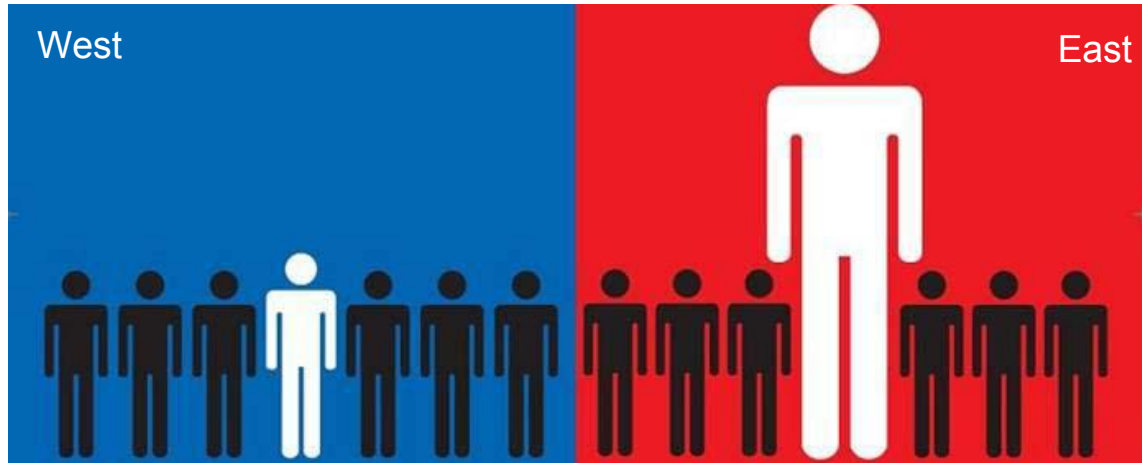
Disney
MOANA

中国
zhong guo
middle kingdom



Culture (how to communicate)

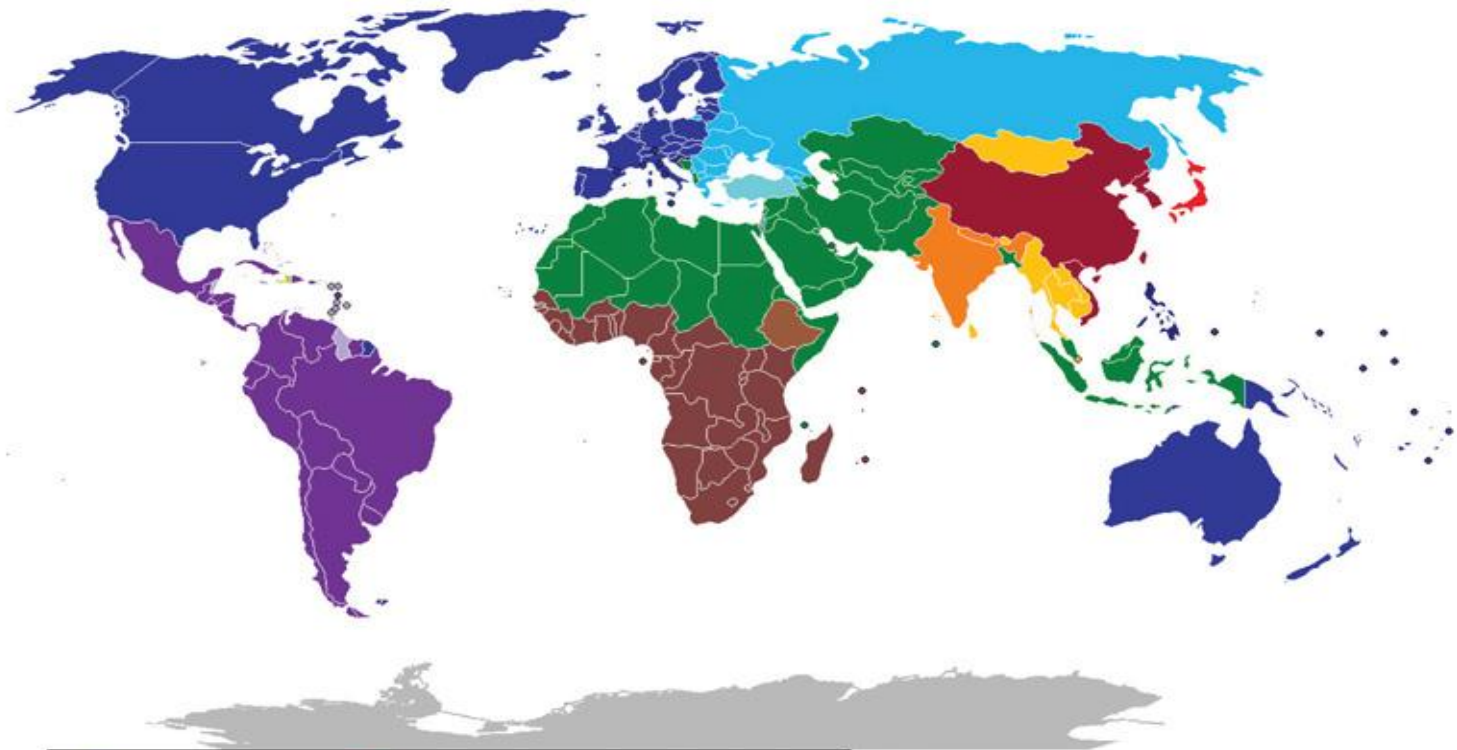
- Originality
- Short term
- Money-driven
- Dominance
- Free press
- Challenge
- Direct communication
- Modesty
- Long term
- Community-driven
- Keeping face
- Government-controlled press
- Respect
- Indirect communication












Culture (how to act)

- Gender roles
 - Role of color
 - Use of shoes
 - Conservative dress
 - Left handedness
 - Pointing feet
-
- ...and so on





 Western	 Islamic (green)
 Latin American	 Orthodox (medium-light blue)
 Japanese	 African (brown)
 Sinic	 Buddhist (yellow)
 Hindu	

Applied Definition of Public Relations:

“Strategic communication”	Must be culturally acceptable and easily understood by non-native English speakers
“Process”	Must be responsive to changes in the global and political community
“Mutually beneficial relationships”	Must understand the values of each nation
Respective “Publics”	Must be considerate of surrounding countries and civilizations