Public Relations And Political Ideology

Political ideology- refers to a set of ideas, beliefs, values, and opinions, exhibiting a recurring pattern, that competes deliberately as well as unintentionally over providing plans of action for public policymaking in an attempt to justify, explain, contest, or change the social and political arrangements and process of a political community. Ideologies are associated with power structures. Politicians seek power. Their ideology and social, economic, and political circumstances of the time influence what they do with that power when they have achieved it. The use of power always takes place in a framework of ideology. Modern politics can only be properly understood by reference to great ideological movements: conservatism, liberalism, socialism, etc.

In an analysis of the impact of political change on public relations practice in South Africa, we found that practitioners cited management recognition of the public relations function, increased professionalization, a shift away from perceiving public relations as a publicity and event organization function, and the inclusion of diverse publics as the most important changes in the public relations over the emphasis on measurement of public relations over the previous decade. For instance, the government and industrial sectors required the highest level of role expertise at all levels. This supports the fact that the turbulent political environment in the country increased the need for practitioners who could think strategically and who have high levels of expertise. The focus on political constitutions rather than on politicians as originally theorized in the personal influence role would also increase cultural interpreter role performance.

Culture- culture refers to the cumulative deposit of knowledge, experience, beliefs, values, attitudes, meanings, hierarchies, religion, notions of time, roles, spatial relations, concepts of the universe, and material objects and possessions acquired by a group of people in the course of generations through individual and group striving. Culture is important because is a strong part of people’s lives. It influences their views, their values, their humor, their hopes, their loyalties, and their worries and fears. So when you are working with people and building relationships with them, it helps to have some perspective and understanding of their cultures. Culture assist in many ways, for instance in South Africa we have so many political parties, and those political parties have their ways of doing things, they use different skills to influence their citizens to believe in what they say or what they do in order for them to get what they want, by doing that they talk to people from different cultural background and by doing so they find out more about their life and experiences. Cultural values affect what and how a public relations writer will write. Public relations writers play a role in influencing cultural values, PR also plays a role in linking cultures. Also, culture influences public relations writers as they identify and define audience needs and characteristics.

Media systems- consists of many types of media systems which include; revolutionary media system: is often a subversive media system. It is there for the purpose of causing a change to the status quo. When the media system takes on this form, its aim is to fight against the current governance system in the country. Communist media system: this media is owned and controlled by the communist party within the communist state. The media system becomes the instrument of rule where policies, doctrines, ideologies, and core functions of the party are

disseminated through. Development media system: when a form of media is in these form of a developmental media system, its main objective is to be the fulcrum on which development in a certain society is delivered, etc. media make things easier for everyone in South Africa or the country at large, as we receive information from many barriers of communication through media. Media play a big role in people's lives. Public relations efforts are aimed at various stakeholders, for example, customers, employers, voters, activists, or local communities. The news media are a key stakeholder for public relations efforts there for media effects are a particularly important effect of public relations efforts. And that is where media systems influence public relations.

Degree of activism- activism is action on behalf of a cause, action that goes beyond what is conventional or routine. The cause might be women’s rights, opposition to a factory, or world peace. Activism has played a major role in ending slivery, challenging dictatorships, protecting workers from exploitation, protecting the environment, promoting equality for women, opposing racism. Activism may assist South Africa by working together as a country, stop being abusive towards each other, stop racism, and protect each other as a nation. Activism influences public relations because PR protects the interest of corporate organizations and thus activists are specified as the problem of organizations. Public relations aim is to fight, deter, change minds and change the course of what is often described as potentially discrediting forces: activists and protesters. So activists and interest groups use a wide range of communication strategies to raise awareness of issues and translate expertise into accessible messages for a wider audience, persuade audiences of their own legitimacy.

Economic systems- is a means by which societies or governments organize and distribute available resources, services, and goods and across a geographic region or country. Economic systems regulate factors of production, including the capital, labor, physical resources, and entrepreneurs. An economic system encompasses many institutions, agencies, and other entities. Each economy functions based on a unique set of conditions and assumptions. Economic systems can be categorized into four main types: traditional economies, command economies, mixed economies, and market economies. South Africa has a mixed economy in which there is a variety of private freedom, combined with centralized economic planning and government regulation. South Africa is said to be one of the world’s seven major uranium provinces. In South Africa, the unusual degree of knowledge of reserves derives from the joint occurrence of uranium with gold, a condition that also decreases the cost of production. South Africa has the most important deposit of platinum of the world’s market economies. There are many social, political, or economic actors whose behavior has a powerful impact on the nature and functioning of markets.in this case, economic systems influence PR practitioners as they should work with the public sector, or the part of a state that deals with the production, delivery, and allocation of goods and services for and by a government and its citizens. The government often becomes the ‘sole public’ for PR practitioners.

QUESTION 2: the significance of relationship management

Relationship management- involves strategies to build client support for a business and its offerings, and increase brand loyalty. Most often, relationship building occurs at the customer level, but it is valuable between businesses as well. Relationship management can also be defined as the key tool that links all members of a particular supply chain. How strong or weak it is, will dictate the strength of the supply chain and its effectiveness. Relationship management is important because it helps us to be patient, being patient is one of the most important

communication and relationship management skills and tools not only in business but in personal life too. The better the relationship, the easier it is to conduct business and generate revenue. The following are important aspects of relationship management:

Trust- Every good relationship is built on trust. You have to be confident and show people they rely on you. When you trust your team and colleagues, you form a powerful bond that helps you to work and communicate more effectively. If you trust the people you work with, you can be open and honest in your thoughts and actions.

Exchange relationships: exchange relationships are not exploitative relationships. They provide a fair way for people to obtain many goods and services that might not be available to them in close.in an exchange relationship, there is the expectation of balance in giving and taking. Exchange relationships are everywhere. For instance, one set of parents with a child who plays soccer may form a carpool with another set of parents whose child plays soccer. Each set of parents agrees to provide the other's child transportation to practices in exchange for the other parents doing the same for their child. Another exchange relationship may exist between a couple with a beach cottage who each year exchanges a week at that cottage for a week at another couple's condominium at a ski resort.

Relationship satisfaction: this is the extent to which both parties feel favorably about each other because positive expectations about the relationship are reinforced. Each party believes the other is engaged in positive steps to maintain the relationship.

Control mutuality: is about power distribution between the relational parties and refers to a state in the relationship in which both the organization and public have a say, and can influence each other. Increases opportunities to achieve common goals with key publics.

Communal relationships: are those where an individual assumes responsibility for the welfare of his or her partner. In these relationships, when the partner has a specific need, wants support in striving toward a goal, would enjoy being included in an activity or simply could use the reassurance of care, the other partner strives to be responsive. Examples of communal relationships can be a mother providing lunch to her child, a person providing encouragement to a friend who is training to run in a marathon, or a person giving his or her romantic partner a compliment. In each case, the benefit enhances or maintains the welfare of the recipient, and the recipient incurs no debt. In very strong communal relationships, one person assumes a great deal of responsibility for the other person and would do almost anything, unconditionally, to promote his or her welfare.

QUESTION 3: Olympic Games 2020

To Citizens of South Africa

International relations give us a strong cultural understanding that is a foundation for interaction with cultures with different values and beliefs. And us, as well as countries, need to communicate to survive. All nations depend on trade and exchanges with others can be beneficial in many ways. Also, international relations is necessary to a country as it allows nations to cooperate with one another, pool resources and share information as a way to face global issues that go beyond any particular country or region. Sport provides a platform for

people to come together and support their or our country. International events like the Olympics serve as a point around which to rally and show national pride and unity. Sports also have the power to lift people up in times of turmoil. Sports are emotional and they can incite great passion, but sometimes it’s joyful and other times it’s not. But anytime something can bring out that range of extreme, raw emotion in people which is a good thing.

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Aim/benefits of going to Tokyo

As South Africans citizens we need to stand together as a big nation, and go and support the Olympic Games in Tokyo, this will build a good image for our country and the entire world would see our country that stands together and have Ubuntu. If we go to Tokyo in a large number, even players will feel motivated and they will play with passion because of the support we will be giving them. And we can also learn many things through the Olympics in Tokyo, it will unite us with different individuals who traditionally were not united because of geographical location, religion, tribe, and even race. This is all about getting ourselves into situations and turning them into amazing experiences. There is so much to see and experience that is not in South Africa. And this will be the opportunity for us to learn or understand different cultures. There is nothing like living amongst people of other cultures to make you understand why people do what they do. Other religions came from somewhere, so did ideas, moral codes, and art. Each culture has its treasures. Going to Tokyo could have a benefit from many things such as improving dialogue between us and other countries, getting career opportunities, new cultural heritage assets, growth of the volunteering movement, and increase global visibility for cities.

International channel

Also, the Olympics will be shown on television as an international channel, to the entire world. One positive of Television being involved in Football is the fact that it helps to spread the sport worldwide. For an Olympic to be televised has an advantage, it influences people to either want to get more involved in the sport by watching more matches and supporting their local team or they can get involved physically and join a local team. Another thing, the introduction of television in football helps the clubs to earn more money and see an increase in revenue. This is because anyone who watches the games will see the sponsors on the shirts of all the teams and this influences people to buy these specific products as they have seen them on the shirts of their favorite football teams, leading to the club receiving a reasonable percentage of that company’s income.

What to expect in Japan

And there are so many things that are interesting in Japan such as their islands, in Japan, you bow instead of shaking hands, and the best and most interesting thing is that Tokyo is the biggest city in the world. Japanese cuisine consists of lots of rice, fish, and vegetables. With little fat and lots of vitamins and minerals, their food is very healthy. Japanese people are very friendly, so these Olympic games are not only about sport but also to make you to learn their language and other peoples language from other countries, and Japanese are quite shy to speak English but once you say something, that can make a huge difference. Going to Tokyo

won’t be a waste of time but the best experience of life and change what other countries think about our country.

Conclusion

Building and maintaining good working relationships can make you engage and commit to your organization and it can also open doors to key projects. Being positive, appreciate others, listen actively, develop your people skills and manage your boundaries can build a good working relationship with your colleagues. Building up relations with people from different cultures will serve as a prime pillar underlying peace and stability and not only to the people but the world as a whole.

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