

TEST BANK

CHAPTER 1

- 1-1. What was Edward L. Bernays' six-word definition for public relations?
- a. some Latin phrase that I forget
 - b. P for performance, R for recognition
 - c. good work understood by the public
 - d. talk the talk, walk the walk
 - e. management of communication with the audience
- 1-2. According to the textbook, what is the difference between the functions of public relations and marketing?
- a. marketing professionals adhere to higher standards of ethics and responsibility than public relations professionals
 - b. marketing professionals generally have more education and professional training than public relations professionals
 - c. public relations professionals must possess a license, while marketing professionals do not
 - d. public relations deals with a wide range of publics, while marketing deals with a narrow range
 - e. none of the above; the terms “public relations” and “marketing” are synonymous
- 1-3. The modern and formal definition of public relations (explained in the textbook) has three major components. Which of the following is NOT one of those components?
- a. it is a management function
 - b. it involves multiple publics or audiences
 - c. it allows practitioners to violate ethical standards when necessary to serve a greater societal need
 - d. it involves two-way communication

- 1-4. Which of the following is NOT TRUE about the career of Ivy Lee?
- a. he was one of the first practitioners to be college-educated
 - b. he was one of the first practitioners to come from the field of journalism
 - c. he represented a number of controversial clients, including the Rockefeller family
 - d. he was an adviser to numerous American presidents, from Woodrow Wilson to Bill Clinton
 - e. he is credited with “inventing” the news release
- 1-5. Ivy Lee and Edward Bernays began a trend in the public relations profession that is still common today. That trend was
- a. public relations professionals entering the field after successful careers as professional athletes
 - b. public relations professionals entering the field after first working in journalism
 - c. public relations professionals entering the field with little or no college education
 - d. public relations professionals entering the field after failing at just about every other career field they attempted
 - e. public relations professionals entering the field after first working as college professors
- 1-6. The historical figure most commonly associated with the concept of press agency was
- a. Ivy Lee
 - b. P.T. Barnum
 - c. George Creel
 - d. John D. Rockefeller
 - e. Thomas Jefferson

- 1-7. Which of the following is NOT TRUE of the career of Edward L. Bernays?
- a. he is credited with developing informal rules for ethics and professional conduct
 - b. he was an advisor to numerous American presidents, from Woodrow Wilson to Ronald Reagan
 - c. he represented a number of controversial clients, including the Rockefeller family
 - d. he was among the first to take a scientific approach to public opinion research
 - e. he became famous by working for the government and the military during World War I
- 1-8. Although historians often disagree about how and when the concept of public relations got started from a world-wide perspective, they agree that in the United States, the application of public relations principles began during what era?
- a. with the landing of English colonists at Plymouth Rock in the 1600s
 - b. with the Revolutionary War era of the late 1700s
 - c. with the Civil War and Reconstruction era of the late 1800s
 - d. with the Prohibition era of the early 1900s
 - e. with the Clinton era of the late 1900s
- 1-9. The two companies that claim to have been the first to establish public relations departments in the late 1880s are
- a. IBM and General Motors
 - b. Ford Motor Co. and the Union-Pacific Railroad
 - c. Mutual Insurance Co. and Westinghouse
 - d. Northern Pacific Railroad and American Express
 - e. Microsoft and Amazon.com
- 1-10. Historians speculate that public relations pioneer Edward Bernays based many of his theories and beliefs on the principles established by what famous relative?
- a. Thomas Jefferson
 - b. Woodrow Wilson
 - c. Sigmund Freud
 - d. George Creel
 - e. Susan B. Anthony