

Wilcox_Chapter 2_TB

Key: Answer, Page, Type, Learning Objective, Level

Type

A=Applied

C=Conceptual

F=Factual

Level

(1)=Easy; (2)=Moderate; (3)=Difficult

LO=Learning Objective

SG=Used in Study Guide

p=page

Wilcox_Chapter 2_TB

Multiple Choice Single Select

M/C Question 1

_____ was the principal motive behind the media relations tactics used by American railroads in the 1800s.

- a) Profit
- b) Recruitment

Consider This: This was also the motivation behind Pope Clement VIII using public relations tactics to raise money in the 1500s.

LO 2.1: Understand the evolution of public relations

- c) Legitimacy

Consider This: This was also the motivation behind Pope Clement VIII using public relations tactics to raise money in the 1500s.

LO 2.1: Understand the evolution of public relations

- d) Agitation

Consider This: This was also the motivation behind Pope Clement VIII using public relations tactics to raise money in the 1500s.

LO 2.1: Understand the evolution of public relations

ANS: a

Skill=Understand the Concepts, Objective=LO 2.1: Understand the evolution of public relations, Topic=Early Beginnings, Difficulty=Easy

M/C Question 2

Sierra Club's John Muir exhibited _____ during his campaign for the conservation and establishment of national parks.

- a) advocacy
- b) profit

Consider This: Public relations strategies were applied in the abolition movement to ban slavery.

LO 2.1: Understand the evolution of public relations

- c) recruitment

Consider This: Public relations strategies were applied in the abolition movement to ban slavery.

LO 2.1: Understand the evolution of public relations

d) legitimacy

Consider This: Public relations strategies were applied in the abolition movement to ban slavery.

LO 2.1: Understand the evolution of public relations

ANS: a

Difficulty=Easy, Skill=Understand the Concepts, Objective=LO 2.1: Understand the evolution of public relations, Topic=Early Beginnings

M/C Question 3

Which era is widely regarded as the age of hype?

a) 1800s

b) 1900s

Consider This: This period is regarded as the golden age of the press agent in the United States.

LO 2.2: Explain how public relations tactics have contributed to American independence, the settlement of the West, and social causes such as voting rights for women

c) 1700s

Consider This: period is regarded as the golden age of the press agent in the United States.

LO 2.2: Explain how public relations tactics have contributed to American independence, the settlement of the West, and social causes such as voting rights for women

d) 2000s

Consider This: period is regarded as the golden age of the press agent in the United States.

LO 2.2: Explain how public relations tactics have contributed to American independence, the settlement of the West, and social causes such as voting rights for women

ANS: a

Skill=Understand the Concepts, Objective=LO 2.2: Explain how public relations tactics have contributed to American independence, the settlement of the West, and social causes such as voting rights for women, Topic=The 1800s: The Golden Age of Press Agency , Difficulty=Easy

M/C Question 4

Public relations in _____ dates back to the 1950s.

a) Thailand

b) South Africa

Consider This: Presko, one of the leading public relations firms, was started in this country.

LO 2.2: Explain how public relations tactics have contributed to American independence, the settlement of the West, and social causes such as voting rights for women

c) Germany

Consider This: Presko, one of the leading public relations firms, was started in this country.

LO 2.2: Explain how public relations tactics have contributed to American independence, the settlement of the West, and social causes such as voting rights for women

d) Spain

Consider This: Presko, one of the leading public relations firms, was started in this country.

LO 2.2: Explain how public relations tactics have contributed to American independence, the settlement of the West, and social causes such as voting rights for women

ANS: a

Skill=Understand the Concepts, Objective=LO 2.2: Explain how public relations tactics have contributed to American independence, the settlement of the West, and social causes such as voting rights for women, Topic=The 1800s: The Golden Age of Press Agency , Difficulty=Easy

M/C Question 5

In _____, modern public relations started when the government set up publicity boards all over the country to organize support for the war.

- a) India
- b) Spain

Consider This: TATA, now one of the largest corporations in this country, began programs in community relations and employee communications as early as 1912.

LO 2.2: Explain how public relations tactics have contributed to American independence, the settlement of the West, and social causes such as voting rights for women

- c) Germany

Consider This: TATA, now one of the largest corporations in this country, began programs in community relations and employee communications as early as 1912.

LO 2.2: Explain how public relations tactics have contributed to American independence, the settlement of the West, and social causes such as voting rights for women

- d) Thailand

Consider This: TATA, now one of the largest corporations in this country, began programs in community relations and employee communications as early as 1912.

LO 2.2: Explain how public relations tactics have contributed to American independence, the settlement of the West, and social causes such as voting rights for women

ANS: a

Skill=Understand the Concepts, **Objective=**LO 2.2: Explain how public relations tactics have contributed to American independence, the settlement of the West, and social causes such as voting rights for women, **Topic=**The 1800s: The Golden Age of Press Agency, **Difficulty=**Easy

M/C Question 6

Who proposed a public relations model that is still used today?

- a) Edward L. Bernays
- b) Phineas T. Barnum

Consider This: This person is known as the father of modern public relations.

LO 2.3: Value the contributions of visionaries such as Ivy Lee and Edward Bernays, who laid the foundation of today's practice

- c) Jenny Lind

LO 2.3: Value the contributions of visionaries such as Ivy Lee and Edward Bernays, who laid the foundation of today's practice

- d) Douglas MacArthur

Consider This: This person is known as the father of modern public relations.

LO 2.3: Value the contributions of visionaries such as Ivy Lee and Edward Bernays, who laid the foundation of today's practice

ANS: a

Skill=Understand the Concepts, **Objective=**LO 2.3: Value the contributions of visionaries such as Ivy Lee and Edward Bernays, who laid the foundation of today's practice, **Topic=**1900 to 1950: The Age of Pioneers, **Difficulty=**Easy

M/C Question 7

The purpose of _____ is advocacy, and little or no research is necessary for it.

- a) press agency
- b) public information

Consider This: In this model, mass media can be employed to publicize a cause or product by distributing information that is distorted or exaggerated.

LO 2.3: Value the contributions of visionaries such as Ivy Lee and Edward Bernays, who laid the foundation of today's practice

- c) two-way asymmetric

Consider This: In this model, mass media can be employed to publicize a cause or product by distributing information that is distorted or exaggerated.

LO 2.3: Value the contributions of visionaries such as Ivy Lee and Edward Bernays, who laid the foundation of today's practice

d) two-way symmetric

Consider This: In this model, mass media can be employed to publicize a cause or product by distributing information that is distorted or exaggerated.

LO 2.3: Value the contributions of visionaries such as Ivy Lee and Edward Bernays, who laid the foundation of today's practice

ANS: a

Skill=Understand the Concepts, **Objective=**LO 2.3: Value the contributions of visionaries such as Ivy Lee and Edward Bernays, who laid the foundation of today's practice, **Topic=**1900 to 1950: The Age of Pioneers, **Difficulty=**Easy

M/C Question 8

Which decade is known as the age of reform in stock market and investor relations?

a) 1970s

b) 1960s

Consider This: This period also witnessed the Texas Gulf Sulfur case, changing investor relations forever.

LO 2.4a: Identify the growth of Public Relations in America's economic, political, and social development

2.4b: List other factors for the expansion of public relations in the U.S.

c) 1980s

Consider This: This period also witnessed the Texas Gulf Sulfur case, changing investor relations forever.

LO 2.4a: Identify the growth of Public Relations in America's economic, political, and social development

2.4b: List other factors for the expansion of public relations in the U.S.

d) 1990s

Consider This: This period also witnessed the Texas Gulf Sulfur case, changing investor relations forever.

LO 2.4a: Identify the growth of Public Relations in America's economic, political, and social development

2.4b: List other factors for the expansion of public relations in the U.S.

ANS: a

Skill=Understand the Concepts, **Objective=**LO 2.4a: Identify the growth of Public Relations in America's economic, political, and social development and 2.4b: List other factors for the expansion of public relations in the U.S., **Topic=**1950 to 2000: Public Relations Comes of Age, **Difficulty=**Easy

M/C Question 9

The _____ experienced antibusiness sentiment at its peak, forcing corporations to adjust their business policies accordingly.

a) 1960s

b) 1970s

Consider This: The idea of issues management was added to the job description of the public relations manager in this period.

LO 2.4a: Identify the growth of Public Relations in America's economic, political, and social development

2.4b: List other factors for the expansion of public relations in the U.S.

c) 1990s

Consider This: The idea of issues management was added to the job description of the public relations manager in this period.

LO 2.4a: Identify the growth of Public Relations in America's economic, political, and social development

2.4b: List other factors for the expansion of public relations in the U.S.

d) 1950s

Consider This: The idea of issues management was added to the job description of the public relations manager in this period.

LO 2.4a: Identify the growth of Public Relations in America's economic, political, and social development

2.4b: List other factors for the expansion of public relations in the U.S.

ANS: a

Skill=Understand the Concepts, **Objective=**LO 2.4a: Identify the growth of Public Relations in America's economic, political, and social development and 2.4b: List other factors for the expansion of public relations in the U.S., **Topic=**1950 to 2000: Public Relations Comes of Age, **Difficulty=**Easy

M/C Question 10

The emergence of television as a national medium and as a fresh obstacle for the expertise in public relations occurred during the

a) 1950s.

b) 1960s.

Consider This: This period also witnessed an increase in the size of government staffs, nonprofit organizations such as educational institutions, and health and welfare agencies.

LO 2.4a: Identify the growth of Public Relations in America's economic, political, and social development

2.4b: List other factors for the expansion of public relations in the U.S.

c) 1970s.

Consider This: This period also witnessed an increase in the size of government staffs, nonprofit organizations such as educational institutions, and health and welfare agencies.

LO 2.4a: Identify the growth of Public Relations in America's economic, political, and social development

2.4b: List other factors for the expansion of public relations in the U.S.

d) 1980s.

Consider This: This period also witnessed an increase in the size of government staffs, nonprofit organizations such as educational institutions, and health and welfare agencies.

LO 2.4a: Identify the growth of Public Relations in America's economic, political, and social development

2.4b: List other factors for the expansion of public relations in the U.S.

ANS: a

Skill=Understand the Concepts, **Objective=**LO 2.4a: Identify the growth of Public Relations in America's economic, political, and social development and 2.4b: List other factors for the expansion of public relations in the U.S., **Topic=**1950 to 2000: Public Relations Comes of Age, **Difficulty=**Easy

M/C Question 11

Samuel is part of the public relations team that plays a key role in increasing the head count of the organization. They look for people who are talented and smart, so they conduct several interviews as part of the selection process. Which theme of public relations is the PR team applying?

a) Recruitment

b) Profit

Consider This: Pamphlets and demonstrations can be used to fulfil this purpose.

LO 2.1: Understand the evolution of public relations

c) Legitimacy

Consider This: Pamphlets and demonstrations can be used to fulfil this purpose.

LO 2.1: Understand the evolution of public relations

d) Agitation

Consider This: Pamphlets and demonstrations can be used to fulfil this purpose.

LO 2.1: Understand the evolution of public relations

ANS: a

Skill=Apply What You Know, Objective=LO 2.1: Understand the evolution of public relations, Topic=Early Beginnings, Difficulty=Moderate

M/C Question 12

The state government released the photograph of the criminal who escaped from a high-security prison. An award was also declared for anyone who would give useful information about the whereabouts of the criminal. Which model of public relations is effective in this scenario?

a) Public information

b) Press publicity

Consider This: This model requires less audience research regarding attitudes and dispositions.

LO 2.3: Value the contributions of visionaries such as Ivy Lee and Edward Bernays, who laid the foundation of today's practice

c) Two-way asymmetric

Consider This: This model requires less audience research regarding attitudes and dispositions.

LO 2.3: Value the contributions of visionaries such as Ivy Lee and Edward Bernays, who laid the foundation of today's practice

d) Two-way symmetric

Consider This: This model requires less audience research regarding attitudes and dispositions.

LO 2.3: Value the contributions of visionaries such as Ivy Lee and Edward Bernays, who laid the foundation of today's practice

ANS: a

Skill=Apply What You Know, Objective=LO 2.3: Value the contributions of visionaries such as Ivy Lee and Edward Bernays, who laid the foundation of today's practice, Topic=1900 to 1950: The Age of Pioneers, Difficulty=Moderate

M/C Question 13

Isaac Corp. has very good relations with its customers, who have several ways to give feedback about the company products. Customers can login to the company's website, call customer support, or even walk into the nearest outlet and register their complaints. The company always takes the feedback positively, implements it, and creates an improved version of the product. Which model of public relations is used by the company?

a) Two-way asymmetric

b) Press publicity

Consider This: This model helps the communicator better understand the audience.

LO 2.3: Value the contributions of visionaries such as Ivy Lee and Edward Bernays, who laid the foundation of today's practice

c) Two-way symmetric

Consider This: This model helps the communicator better understand the audience.

LO 2.3: Value the contributions of visionaries such as Ivy Lee and Edward Bernays, who laid the foundation of today's practice

d) Public information

Consider This: This model helps the communicator better understand the audience.

LO 2.3: Value the contributions of visionaries such as Ivy Lee and Edward Bernays, who laid the foundation of today's practice

ANS: a

Skill=Apply What You Know, Objective=LO 2.3: Value the contributions of visionaries such as Ivy Lee and Edward Bernays, who laid the foundation of today's practice, Topic=1900 to 1950: The Age of Pioneers , Difficulty=Moderate

M/C Question 14

Often, journalists connect to their audience with the help of social networks such as Twitter or Facebook. This keeps both the parties in the same boat, which helps develop a mutual understanding. Which model of public relations is this?

- a) Two-way symmetric
- b) Two-way asymmetric

Consider This: The main supporters of this model are educators and professional leaders.

LO 2.3: Value the contributions of visionaries such as Ivy Lee and Edward Bernays, who laid the foundation of today's practice

- c) Publicity

Consider This: The main supporters of this model are educators and professional leaders.

LO 2.3: Value the contributions of visionaries such as Ivy Lee and Edward Bernays, who laid the foundation of today's practice

- d) Public information

Consider This: The main supporters of this model are educators and professional leaders.

LO 2.3: Value the contributions of visionaries such as Ivy Lee and Edward Bernays, who laid the foundation of today's practice

ANS: a

Skill=Analyze It, Objective=LO 2.3: Value the contributions of visionaries such as Ivy Lee and Edward Bernays, who laid the foundation of today's practice, Topic=1900 to 1950: The Age of Pioneers , Difficulty=Moderate

M/C Question 15

To gain public support, most politicians conduct news conferences and press interviews. How is this helpful?

- a) It helps to promote and hype their brand image.
- b) It helps to maintain and forge new relationships with the public.

Consider This: This can also be used to promote pet projects.

LO 2.3: Value the contributions of visionaries such as Ivy Lee and Edward Bernays, who laid the foundation of today's practice

- c) It helps to find and gauge voters' dispositions.

Consider This: This can also be used to promote pet projects.

LO 2.3: Value the contributions of visionaries such as Ivy Lee and Edward Bernays, who laid the foundation of today's practice

- d) It helps to be open and remain accessible to the press.

Consider This: This can also be used to promote pet projects.

LO 2.3: Value the contributions of visionaries such as Ivy Lee and Edward Bernays, who laid the foundation of today's practice

ANS: a

Skill=Analyze It, Objective=LO 2.3: Value the contributions of visionaries such as Ivy Lee and Edward Bernays, who laid the foundation of today's practice, Topic=1900 to 1950: The Age of Pioneers, Difficulty=Moderate

M/C Question 16

To reach out to larger number of customers, it is imperative that organizations replace the ethnocentric approach of public relations with a more holistic perspective. Which trend will help shape this public relations tactic?

- a) Multicultural world
- b) Public demand for transparency

Consider This: This trend will help public relations evolve because it is important to have knowledge about numerous audiences.

LO 2.5: Discuss digitization of the Public Relations field

c) Public demand for transparency

Consider This: This trend will help public relations evolve because it is important to have knowledge about multiple audiences.

LO 2.5: Discuss digitization of the Public Relations field

d) Corporate social responsibilities

Consider This: This trend will help public relations evolve because it is important to have knowledge about multiple audiences.

LO 2.5: Discuss digitization of the Public Relations field

ANS: a

Skill=Analyze It, Objective=LO 2.5: Discuss digitization of the Public Relations field, Topic=2000 to the Present: Public Relations Enters the Digital Age , Difficulty=Moderate

M/C Question 17

During the 1960s, there were numerous issues to be addressed and companies adjusted their policies to generate public support and awareness. Which skill set of a public relations manager helped mitigate this situation, and how?

a) Issues management; this can help to earn public goodwill and understanding

b) Audience analysis; this can improve community relations and product publicity

Consider This: This implies that there is much more to public relations than just the persuasion of people.

LO 2.4a: Identify the growth of Public Relations in America's economic, political, and social development

LO 2.4b: List other factors for the expansion of public relations in the U.S.

c) Strategic planning; this can ensure that public relations is a contributor to the bottom line

Consider This: This implies that there is much more to public relations than just the persuasion of people.

LO 2.4a: Identify the growth of Public Relations in America's economic, political, and social development

LO 2.4b: List other factors for the expansion of public relations in the U.S.

d) Reputation management; this can increase credibility and trust in the minds of the public

Consider This: This implies that there is much more to public relations than just the persuasion of people.

LO 2.4a: Identify the growth of Public Relations in America's economic, political, and social development

LO 2.4b: List other factors for the expansion of public relations in the U.S.

ANS: a

Skill=Evaluate It, Objective=LO 2.4a: Identify the growth of Public Relations in America's economic, political, and social development and 2.4b: List other factors for the expansion of public relations in the U.S., Topic=1950 to 2000: Public Relations Comes of Age, Difficulty=Difficult

M/C Question 18

In today's world, every action of an organization is subject to scrutiny from the general population. Thus, public relations is used by organizations to communicate with their stakeholders. What trend has made this communication process a necessity, and why is it required?

a) Public demands for transparency; because modern society wants clarity in all dealings

b) Corporate social responsibility; because organizations are becoming socially responsible

Consider This: Financial scandals and government regulations have increased the need for this.

LO 2.5: Discuss digitization of the Public Relations field

c) Continued growth of digital media; because digital media is growing exponentially

Consider This: Financial scandals and government regulations have increased the need for this.

LO 2.5: Discuss digitization of the Public Relations field

d) Analyzing social media; because modern society demands every aspect of social media be scrutinized

Consider This: Financial scandals and government regulations have increased the need for this.

LO 2.5: Discuss digitization of the Public Relations field

ANS: a

Skill=Evaluate It, **Objective=**LO 2.5: Discuss digitization of the Public Relations field, **Topic=**2000 to the Present: Public Relations Enters the Digital Age , **Difficulty=**Difficult

M/C Question 19

In the 1980s, GT Corp., a company involved in the process of building American railroads, used channels such as media relations, exhibits, etc. to boost ticket sales. Which theme in the evolution of public relations is characterized by this action of the company?

a) Profit

b) Legitimacy

Consider This: This is consistently a motivation for the public relations function.

LO 2.1: Understand the evolution of public relations

c) Agitation

Consider This: This is consistently a motivation for the public relations function.

LO 2.1: Understand the evolution of public relations

d) Recruitment

Consider This: This is consistently a motivation for the public relations function.

LO 2.1: Understand the evolution of public relations

ANS: a

Skill=Analyze It, **Objective=**LO 2.1: Understand the evolution of public relations, **Topic=**Early Beginnings, **Difficulty=**Moderate

M/C Question 20

A U.S. public relations firm realized that the majority of its employees were White Americans. To diversify its workforce, the firm specifically began looking out for candidates who were Hispanic, Asian American, Native American, and African American. What current trend in the public relations industry was the firm following?

a) Recruitment of minorities

b) Public demand for transparency

Consider This: The one obstacle in this process is a shortage of qualified candidates.

LO 2.2: Explain how public relations tactics have contributed to American independence, the settlement of the West, and social causes such as voting rights for women

c) Expansion of PR roles

Consider This: The one obstacle in this process is a shortage of qualified candidates.

LO 2.2: Explain how public relations tactics have contributed to American independence, the settlement of the West, and social causes such as voting rights for women

d) Coverage of economic developments

Consider This: The one obstacle in this process is a shortage of qualified candidates.

LO 2.2: Explain how public relations tactics have contributed to American independence, the settlement of the West, and social causes such as voting rights for women

ANS: a

Skill=Analyze It, **Objective=**LO 2.2: Explain how public relations tactics have contributed to American independence, the settlement of the West, and social causes such as voting rights for women, **Topic=**The 1800s: The Golden Age of Press Agency, **Difficulty=**Moderate

Essay

SA Question 21

Analyze the five major historical themes of public relations.

Consider This: The one obstacle in this process is a shortage of qualified candidates.

LO 2.2: Explain how public relations tactics have contributed to American independence, the settlement of the West, and social causes such as voting rights for women

Skill=Apply What You Know, Objective=LO 2.1: Understand the evolution of public relations, Topic=Early Beginnings, Difficulty=Moderate

SA Question 22

Discuss the role of public relations in the Middle Ages.

Consider This: The one obstacle in this process is a shortage of qualified candidates.

LO 2.2: Explain how public relations tactics have contributed to American independence, the settlement of the West, and social causes such as voting rights for women

Skill=Analyze It, Objective=LO 2.1: Understand the evolution of public relations, Topic=Early Beginnings, Difficulty=Moderate

SA Question 23

Discuss Phineas T. Barnum's contribution to public relations, analyzing its importance.

Consider This: The one obstacle in this process is a shortage of qualified candidates.

LO 2.2: Explain how public relations tactics have contributed to American independence, the settlement of the West, and social causes such as voting rights for women

Skill=Apply What You Know, Objective=LO 2.2: Explain how public relations tactics have contributed to American independence, the settlement of the West, and social causes such as voting rights for women, Topic=The 1800s: The Golden Age of Press Agency, Difficulty=Moderate

SA Question 24

Discuss the beginning of public relations in the nations outside America.

Consider This: The one obstacle in this process is a shortage of qualified candidates.

LO 2.2: Explain how public relations tactics have contributed to American independence, the settlement of the West, and social causes such as voting rights for women

Skill=Analyze It, Objective=LO 2.2: Explain how public relations tactics have contributed to American independence, the settlement of the West, and social causes such as voting rights for women, Topic=The 1800s: The Golden Age of Press Agency, Difficulty=Moderate

SA Question 25

Who is Ivy Lee? Assess his contributions and accomplishments.

Consider This: The one obstacle in this process is a shortage of qualified candidates.

LO 2.2: Explain how public relations tactics have contributed to American independence, the settlement of the West, and social causes such as voting rights for women

Skill=Apply What You Know, Objective=LO 2.3: Value the contributions of visionaries such as Ivy Lee and Edward Bernays, who laid the foundation of today's practice, Topic=1900 to 1950: The Age of Pioneers, Difficulty=Moderate

Essay Question 26

Compare and contrast the four classic models of public relations.

Consider This: The one obstacle in this process is a shortage of qualified candidates.

LO 2.2: Explain how public relations tactics have contributed to American independence, the settlement of the West, and social causes such as voting rights for women

Skill=Analyze It, Objective=LO 2.3: Value the contributions of visionaries such as Ivy Lee and Edward Bernays, who laid the foundation of today's practice, Topic=1900 to 1950: The Age of Pioneers, Difficulty=Moderate

Essay Question 27

Give a brief sketch of the pioneers of public relations.

Consider This: The one obstacle in this process is a shortage of qualified candidates.

LO 2.2: Explain how public relations tactics have contributed to American independence, the settlement of the West, and social causes such as voting rights for women

Skill=Apply What You Know, Objective=LO 2.3: Value the contributions of visionaries such as Ivy Lee and Edward Bernays, who laid the foundation of today's practice, Topic=1900 to 1950: The Age of Pioneers, Difficulty=Moderate

Essay Question 28

Evaluate Teddy Roosevelt's contributions in developing public relations.

Consider This: The one obstacle in this process is a shortage of qualified candidates.

LO 2.2: Explain how public relations tactics have contributed to American independence, the settlement of the West, and social causes such as voting rights for women

Skill=Apply What You Know, Objective=LO 2.3: Value the contributions of visionaries such as Ivy Lee and Edward Bernays, who laid the foundation of today's practice, Topic=1900 to 1950: The Age of Pioneers, Difficulty=Moderate

Essay Question 29

Discuss the role of technology in public relations, analyzing its importance.

Consider This: The one obstacle in this process is a shortage of qualified candidates.

LO 2.2: Explain how public relations tactics have contributed to American independence, the settlement of the West, and social causes such as voting rights for women

Objective=LO 2.5: Discuss digitization of the Public Relations field, Topic=2000 to the Present: Public Relations Enters the Digital Age, Skill=Analyze It, Difficulty=Moderate

Essay Question 30

Analyze the current trends that will shape public relations in the future.

Consider This: The one obstacle in this process is a shortage of qualified candidates.

LO 2.2: Explain how public relations tactics have contributed to American independence, the settlement of the West, and social causes such as voting rights for women

Skill=Analyze It, Difficulty=Moderate, Objective=LO 2.5: Discuss digitization of the Public Relations field, Topic=2000 to the Present: Public Relations Enters the Digital Age