

Chapter 2—PR's Origins and Evolution

1. The real success of the term “public relations” can be credited to:
 - a. Thomas Jefferson.
 - b. Dorman Eaton.
 - c. Sigmund Freud.
 - d. Edward Bernays.

ANS: D

The correct answer can be found on page 23 of the text.

2. According to historian Alan R. Raucher, public relations developed faster in the United States than in other countries:
 - a. due to the existence of developed industry in the USA.
 - b. because of a lack of business organization in other countries..
 - c. due to the power of media in the United States to render all large public institutions vulnerable to public opinion.
 - d. due to governmental support for development of independent media in the USA.

ANS: C

The correct answer can be found on page 24 of the text.

3. For society to exist, people must achieve some minimum level of _____ that is usually reached through interpersonal and group communication.
 - a. persuasion
 - b. empathy
 - c. agreement
 - d. public relations

ANS: C

The correct answer can be found on page 25 of the text.

4. Much of modern PR relies on electronic communication but PR still uses rhetoric, symbols and slogans as its tactics.
 - a. True
 - b. False

ANS: A

The correct answer can be found on page 25 of the text.

5. The first college to issue a publicity release was:
 - a. Harvard College.
 - b. King's College (now Columbia University).
 - c. Yale College.
 - d. none of the above

ANS: B

The correct answer can be found on page 28 of the text.

6. An early example of American press agency was the “Boston Massacre” in 1770.
- a. True
 - b. False

ANS: B

The correct answer can be found on page 28 of the text.

7. Public relations in the USA began with publicity, promotion and press agency.
- a. True
 - b. False

ANS: A

The correct answer can be found on page 29 of the text.

8. Which of these documents encouraged the evolution of public relations?
- a. Magna Charta Libertatum
 - b. Federalist Papers
 - c. Bill of Rights
 - d. none of the above

ANS: C

The correct answer can be found on page 29 of the text.

9. The most famous and successful of the 19th Century press agents who created, promoted and exploited the careers of many celebrities was:
- a. John Filson.
 - b. Harriet Beecher Stowe.
 - c. Wild Bill Hickok.
 - d. P.T. Barnum.

ANS: D

The correct answer can be found on page 30 of the text.

10. The development of industry during the 1800s brought about the most significant changes in the history of PR. The technological advances of the Industrial Revolution changed and modernized the tactics and techniques of PR.
- a. True
 - b. False

ANS: A

The correct answer can be found on page 30 of the text.

11. The most important publicity bureau in the early 20th Century was founded by:
- a. Florence Kelly and John Graham Brooks.
 - b. William Wolf Smith.
 - c. Harvey W. Wiley.
 - d. George F. Parker and Ivy Lee.

ANS: D

The correct answer can be found on page 34 of the text.

12. Which of the following is a true statement?
- a. Business begins with the public's permission and survives because of its approval.
 - b. Companies should find out what their publics want and expect from them.
 - c. Public relations is built by performance, not by publicity.
 - d. all of the above

ANS: D

The correct answer can be found on page 34 of the text.

13. The management of news by U.S. presidents goes back to:
- a. Abraham Lincoln.
 - b. George Washington.
 - c. Theodore Roosevelt.
 - d. Woodrow Wilson.

ANS: B

The correct answer can be found on page 36 of the text.

14. The first full school of public relations, later renamed "public communications," was established in 1947 by Washington University.
- a. True
 - b. False

ANS: B

The correct answer can be found on page 38 of the text.

15. The Public Relations Society of America (PRSA) developed its first code of ethics in _____ and adopted a Declaration of Principles and a more developed code of ethical behavior in _____.
- a. 1954/1959
 - b. 1934/1962
 - c. 1956/1960
 - d. 1947/1954

ANS: A

The correct answer can be found on page 39 of the text.

16. The Consumers Union is:
- a. an organization that takes complaints from consumers.
 - b. an agency for consumer advocacy.
 - c. a government agency.
 - d. an independent nonprofit organization that helps consumers spend their money more wisely.

ANS: D

The correct answer can be found on page 40 of the text.

17. Every president since John F. Kennedy has appointed a national consumer advisor to his staff.
- a. True

b. False

ANS: A

The correct answer can be found on page 41 of the text.

18. The terms integrated communication or integrated and marketing communications are used to describe:
- business integration.
 - marketing agency integration.
 - advertising, public relations, and marketing integration.
 - consumer agency integration.

ANS: C

The correct answer can be found on page 46 of the text.

19. With the globalization of public relations, educational standards for public relations and the body of knowledge on which these would be based are _____ diverse than ever before.
- More
 - Less

ANS: A

The correct answer can be found on page 51 of the text.

20. Starck and Kruckeberg have identified three phenomena that have continuing effects on humankind and tremendous implications for professional public relations practice. They are:
- globalism/localism/multiculturalism.
 - communication-transportation technology/multiculturalism/globalism.
 - consumerism/globalism/information technologies.
 - historicism/multiculturalism/globalism.

ANS: B

The correct answer can be found on page 52 of the text.