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Rôles et activités dans la pratique des relations publiques

Abstract. The systematization of public relations activities and roles can be achieved by a deductive-prescriptive approach or in an inductive-descriptive manner. In the first case, scholars take as a starting point certain definitions of public relations and some generic tasks included in the PR job description, seeking, subsequently, in the sphere of public relations practice categories, classes, subclasses, and examples of activities. In the second case, the systematization of PR roles and activities involves the factor analysis of the responses that public relations practitioners give to questions about the work carried out in order to detect certain patterns of action. The first approach is in danger of theoretical speculation devoid of factual content, and the second one has to cope with the problems that arise from the generalization of some contingent and inherently subjective data.

Keywords: PR role, public relations activities, public relations structure, deductive-prescriptive systematization, inductive-descriptive systematization