

· 英语系列读物 ·

THE ART OF PUBLIC RELATIONS

# 公关 艺术

罗义蕴 编著

电子科技大学出版社



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## 内容提要

本书是为外交、外贸人员、出国人员和英语专业学生编写的有关公关艺术的英语读物。书中共收英语公关论文十篇。这些短文用世界著名企业的成功经验和美加公共关系协会开辟国际市场的成功之道，阐明了公共关系这门在现代商品经济发展中产生的新学科的多层次意义和功能，还以著名企业家的经验之谈和名家手笔的商务信函为蓝本，为读者指点创造了国际贸易竞争协作、互利互惠的良好气氛的公关艺术。为便于读者阅读，每篇短文均配以中文简介及注释。此外，还以练习和问答的形式促进读者独立思考及口语、笔写的能力。

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## 前 言

随着我国改革开放的发展,从事旅游、公关和国际贸易等涉外工作的人员不断增多,英语专业的学生也有了更广阔的分配领域。因此,在英语专业的课程设置中,除了培养学生听、说、读、写的技巧及文学、文化修养外,也需要有知识性的课程,以开拓学生的视野,使他们走入现代前沿实用学科。

为此,我们编写了《公共关系》、《世界旅游》、《国际贸易》等系列教材。本教材注意了知识性、实践性、趣味性的原则,以激发学生的求知欲,每册共分十课,每课都有中文的课文简介与注释,可以帮助学生扫清阅读的障碍,课文以后所附的理解、翻译、问答和写作练习,又可以促进学生的独立思考及口、笔语能力的提高。本材料在四川大学已试用了两年,深受学生的喜爱。

本教材在编写的过程中,得到了电子科技大学外语培训中心主任冯斗的支持和帮助,全书由冯教授和电子科技大学杨旭明教授审定。此外,授课教师李国林、孙定和解珉等还对本书提出了许多宝贵意见,值此一并感谢。由于编者阅历有限,书中疏漏之处在所难免,还望读者批评指正。

罗义蕴

于四川大学

1989.9

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## Lesson One

# Understanding Public Relations

## The Importance of Public Opinion

"During the past twenty years, business has learned that however legal and proper its actions, to act in terms of profit and loss alone is not quite good enough," says Henry Ford II, board chairman of the Ford Motor Company, "Something more is required—a positive awareness of national goals and objectives, social as well as economic, and an effort to make actions conform as much as possible with the prevailing tides of public opinion. "

In other words, before a responsible organization takes pains to explain its actions and motives, it should be aware of, and concerned about, public opinion and attitudes. For, unless a business organization is responsive to its publics, it will not be able to make itself understood.

At one time the entire question of good public relations would have raised many eyebrows, writes Elmo Roper in the *Saturday Review*. He points out that, historically, most corporations were content to go about their business worrying about only one judgment by the public—the one rendered in the

market place. This change from the traditional belief in corporate self-sufficiency is perhaps the most significant corporate story of the century, says Roper.

Today most executives recognize that America's system of private enterprise is no longer private. Rather, business has learned it can continue to thrive only by virtue of continuing public approval. A former president of the American Pharmaceutical Manufacturers Association, Michael F. Charley, expresses the need for deserving and holding public favor in the words of Abraham Lincoln — written at a time when the notion of public relations was not so well crystallized as it is today: "With public sentiment, nothing can fail — without it nothing can succeed."

To obtain what one corporation president calls "the sanction of the community as a whole" and to guide business management's social and economic thinking, industry often relies on the public relations counselor. Public relations is growing in importance and acceptance. Corporations invest large sums in organized programs, retain skilled public relations practitioners to execute them and the practitioners themselves are becoming part of the top management team.

## Where It All Started

This was an era of truly private enterprise. when management believed its conduct was not the public's affair. It was an



age of crusading journalism, company scandals, bitter strikes, "robber barons", and demands for reform from an indignant public. In this climate, Ivy Lee issued his now famous declaration of full disclosure, marking the dawning realization that what is good for the public is also, in the long run, good for business.

"Our plan is, frankly and openly, on behalf of business concerns and public institutions, to supply the press and public of the United States prompt and accurate information concerning subjects which it is of value and interest to the public to know about." read Ivy Lee's manifesto.

Clifford B. Reeves, former vice-president of the Mutual of New York, describes those early years as a period when "many businesses that had previously ignored the public tried to woo people by what they called 'publicity'. Because these efforts were often exaggerated or inaccurate, they defeated the very purpose for which they were designed and merely created further suspicion. Gradually, however, there came to be a recognition of the difference between 'publicity puffing' and a policy of frank and complete disclosure about a business."

Forward-thinking management went much further than frank disclosure. Statesman like business leaders began to appraise public sentiment and public needs and adjust corporate practices to suit them. Business goals underwent changes as corporations learned that concern for the public's interest ——— actually an enlightened selfishness ——— could be profitable.

And since goodwill was related to business success, corporations become involved in community affairs, engaged in charitable activities, set up employee relations programs, and gave financial support to educational institutions.

With the trend toward full-time public relations activity came refinements in public relations techniques; opinion polls, attitude studies, and more efficient use of highly developed communications media already at hand.

## AT & T: A Classic Example

Being a utility operating under public consent, American Telephone & Telegraph was one of the first companies to recognize a need for public relations as an integral part of its business. By 1908 it had a PR department with a full-time public relations director. And it has retained the same outside public relations consultant for over 50 years.

An insight into the company's reasoning comes from an early informal memorandum to AT & T executives from the long-time vice president for public relations, Arthur Page. Made public only recently, the memo makes three points concerning the duties of the public relations department:

- (1) Be responsible for spoken, written, and picture messages of the company so that the public obtains an accurate understanding of the company's character, ideals and practices.

- (2) Study and analyze the public's reaction to company policies and practices, as well as all kinds of public thought that may affect the company; keep executives informed of the public's acceptance or nonacceptance of the company's manner of furnishing service.
- (3) Present facts and ideas to operating heads that will help them give service in the most personal and satisfactory way to the public; give supervisory operating people an understanding of the public relations point of view.

Today, with more than 3 million stockholders and 800,000 employees, AT & T still stresses the need for good public relations. Throughout the organization, every employee from cable-splicer to president is made conscious of how important good public relations is to company welfare. In fact, many top executives come up through the public relations department.

Public relations at AT & T is deliberately organized so that no major decision can be made without its public relations implications being thoroughly considered. The vice president in charge of public relations attends weekly meetings held by the president so he can voice his opinion on major company decisions before they are executed.

Four assistant vice presidents are responsible for long-range PR planning as it relates to public affairs, contributions, customer relations and news services, press relations, satellite communications, studies of consumer attitudes, contacts with

other Bell System companies, radio and television activities, exhibits, displays, general information for employees and the public, films, community relations, school relations, talks and visits to company plants.

## Public Relations Comes of Age

The growth of public relations in recent years has been described as "explosive". In 1937, when *Business Week* compiled its first special report — a study of the "fast growing and fascinating" field of public relations — it counted 5,000 individual publicists and about 250 consulting firms. The New York classified phone directory listed one column of public relations counselors.

Over the years, public relations has broadened both functionally and geographically. As counsel to corporations, trade associations, governments and institutions, practitioners regularly become involved in product publicity, industrial development, tourism, shareholder relations, fashion coordination, home economics, press liaison, preparation of company publications, community and employee relations programs, advertising and a host of related activities.

In other countries the pattern of growth parallels that of the United States. Public relations had its tentative beginnings in England about 1920. Since then, expansion in other nations of the western world has been rapid. An international public

relations society, formed in 1955, now has several hundred members representing more than 16 different countries.

What of the future? One veteran counselor believes public relations practitioners will double in number over the next decade. Another predicts that five years from now companies will be spending a total of \$6 billion annually on public relations, and the number of practitioners will reach 250,000.

## 课 文 简 介

### 理解公关的意义

本文共分四个部分介绍公共关系的意义：(1) 公关的重要性；(2) 公关的由来；(3) 公关在美国电话电报公司的应用；(4) 公关的发展与前景。

成功的实业家福特等人的切身体会定能引起当代和未来的实业家们的共鸣：积近二十年企业经营之经验，我们认识到无论企业活动多么正当合法，只考虑企业的得失已经远远不够了。企业需要更多的东西——需要了解国家社会的经济总目标和具体目标，还需要努力采取相应的措施，和舆论潮流保持一致。真所谓“顺乎民情，百事可成；拂逆民情，一事无成。”企业的计划已明确宣称代表自己和公众双方的利益，“坦率而公开地向美国报纸和公众及时准确地提供人们感兴趣而有价值的信息。”

文章还论证了公关不是投机取巧，出风头以招徕顾客，而是对顾客以诚相待，提高供需见面透明度的负责态度。

课文还介绍了美国的电话电报事业如何促进了公关的顺利开展，他们的公关备忘录如何成了有价值的文献，以及他们如何有意识地组织电话电报中的公关业务等。

公共关系是随着商品经济发展而产生的一门新学科，前景令人瞩目。它以独特的姿态活跃于各行各业，吸引了各界有

识之士。国际公关协会目前已有数百万成员,代表着十六个国家,而今后十年这个数字预计还会翻一翻。

## Notes

- public relations      公共关系  
public opinion      舆论  
raise many eyebrows      扬扬眉毛(表示惊奇,怀疑)  
corporate self-sufficiency      法人团体自给自足  
public approval      公众赞同  
public favor      公众好感  
public sentiment      公众感情  
sanction      批准权  
public relations practitioner      公关专业人员  
crusading journalism      公文旅行  
company scandal      公司丑闻  
bitter strike      令人烦恼的罢工  
dawning realization      开始认识到  
publicity      招人注意,宣传  
to woo people      讨好群众  
forward-thinking management      有远见的管理  
goodwill      信誉  
charitable activities      慈善事业  
financial support      经济资助  
opinion polls      民意测验

attitude studies      群众情绪研究  
public relation director 公关主任  
AT & T      美国电话电报公司的缩写  
public relations consultant      公关顾问  
memorandum      备忘录  
to furnish service      提供服务  
supervisory operating people      监督管理人员  
cable-splicer      海底电话接线员  
top executives      最高行政管理人员(总经理, 董事长)  
shareholder relations      股份人员关系  
fashion coordination      式样协调  
tentative beginning      试验性开端

*Analyse, paraphrase, translate the following sentences or give your comments on them:*

1. Something more is required —— a positive awareness of national goals and objectives, social as well as economic and an effort to make actions conform as much as possible with the prevailing tides of public opinions.
2. Today most executives recognize that America's system of private enterprise is no longer private.
3. With public sentiment, nothing can fail —— without it nothing can succeed.
4. What is good for the public is also, in the long run, good for business.



5. Many businesses that had previously ignored the public tried to woo people by what they called 'publicity'.
6. Gradually, however, there came to be a recognition of the difference between "publicity puffing" and a policy of frank and complete disclosure about a business.
7. Business goals underwent changes as corporations learned that concern for the public interest — actually an enlightened selfishness — could be profitable.
8. No major decision can be made without its public relations implications being thoroughly considered.
9. It was an age of crusading journalism, company scandals, bitter strikes, "robber barons" and demands for reform from an indignant public.
10. "Our plan is, frankly and openly, on behalf of business concerns and public institutions, to supply the press and public of the United States prompt and accurate information concerning subjects which it is of value and interest to the public to know about."

*Answer the following questions*

1. What is required in business besides profit ?
2. How can a business organization be understood by the public.
3. How important is the judgement rendered in the market place for business ?
4. Why do they change their traditional belief in corporate