

# Lecture Notes

Tuesday, December 8, 2015 6:05 AM

- Differences between competition and conflict
  - Competition is striving for the same object, position, resources, prize as others
  - Conflict usually involves confrontations between organizations and various stakeholders
    - A situation in which two or more individuals, groups, organizations, or communities perceive a divergence of interests based on goals, values, and desires
- The threat appraisal model
  - Monitor the external communication environment
  - Identify the threats to the organization and demands the threat makes on the organization
  - Determining a stance for the organization
    - Knowledge
    - Time
    - Finances
    - Management commitment to address the threat
  - Determine the stance the organization will take toward each public or stakeholder involved in the conflict situation
  - Stance determines strategy- what will be done and why
  - The stance-driven approach is based on informal approach to managing conflict and competition
- The contingency model
  - Many factors determine the stance or position of an organization when it comes to dealing with conflict and perceived threats
  - The public relations stance for dealing with a particular audience or public can change as events unfold
  - The public relations approach is contingent on the many factors that professionals must take into account when assessing a threat
    - Five external variables
      - External threats
      - Industry-specific environment

- General political/social environment
- External public characteristics
- The issue under consideration
- Six internal variables
  - General corporate/organizational characteristics
  - Characteristics of the public relations department
  - Top management characteristics
  - Personality characteristics of internal, involved persons
  - Relationship characteristics