

GUIDELINES FOR ENHANCING NEW WRITING AND PRODUCING NEWS PHOTOGRAPHY FOR PUBLIC RELATIONS

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ABSTRACT

Writing news and making news photos for public relations It is one of the essential elements of news structure for news reporting, especially in press releases that must be written and delivered in a way that news is distributed. to the media and often to those in charge of the press or public relations workers may have to be fined rewritten to fit the content according to the space and conform to the guidelines of the publication. The objectives of this research were 1) to develop a new writing style and create new images for public relations. and to promote the Image of Suan Sunandha Rajabhat University Udon Thani Education Center 2) To develop into presenting and certifying the style of news writing and producing news images for public relations. 3) to analyze the characteristics of language used in news writing and photo news production. Tools used In the research, there was 1) a questionnaire, 2) an interview form for media public relations specialists, and 3) public relations media. The data were analyzed using percentage, mean (\bar{X}), and standard deviation (S.D.) statistics. Guidelines for writing news and making news photos for public relations There is a result of a study of opinions towards news and news pictures of Suan Sunandha Rajabhat University. Education Center in Udon Thani Province as a whole was at the highest level. However, those responsible for news work should maintain measures. as well as apply to improve and develop methods of writing news and producing news images which will help press releases to be received effectively dissemination and used as information for strategic public relations planning in the field of new work.

Keywords: Enhancing, news writing, public relations, Producing News Photography

INTRODUCTION

Udon Thani Education Center Has a mission to plan and campaign to disseminate news, activities, knowledge, and the performance of the Udon Thani Provincial Education Center and personnel under the jurisdiction of the dissemination of information of the organization is an important strategy to publicize the operation of the Udon Thani Provincial Education Center to an outsider This should be content that provides knowledge and understanding about the operation of the Udon Thani Education Center. This will enhance a good image for the organization. It is also a tool for transferring policy implementation into practice. as well as a communication channel between personnel within and outside the organization. Writing news and producing press images for public relations is an essential component. It is also a mechanism for inducing impressions and images from the organization to the people or outsiders using

information. clarify the cause cognition from the general public Currently writing news and producing news photos for public relations agencies. It is one of the most critical mechanisms of administration. to create an image, popularity, good understanding of the agency, and support from the public or outsiders to the agency The public's misunderstanding of the policies, objectives, or operations of the agency. May be easily misunderstood causing gaps and alienation between people or outsiders with agencies that have to rely on each other Currently, all departments Whether it's the government or even the private sector They realized and foreseen the importance of writing news and producing more news images for public relations. widely Writing news and making news pictures for public relations means communication, policy, objectives, and the operation of the agency to the people continuously by using different media to create understanding which contributes to good relations between agencies and people If the agency knows the management of news writing news release or public relations There are methodologies and procedures for working as a process, studying, planning and communicating to outsiders to get to know the organization more. It is to create a good image of the agency. Prevent misunderstandings Including correcting misunderstandings that people have about the agency (Luang Satavethin, 1997). Writing news and producing news pictures. for public relations is important to agencies at all levels. especially the management of the organization, which is necessary must use news writing and produce news photos for public relations It is a tool to create a good understanding with each other. At the same time, writing news and producing news photos for public relations is like a door open to opinions. of the public towards that agency, it is an essential thing that must be done to inform and explain to the public knowledge. understanding of departments or organizations The institute properly writes news and produces news images for public relations, so it must rely on the dissemination or dissemination of information about policies, objectives, activities, results, and operations of the organization for various groups of people and individuals both inside and outside to acknowledge and understand to build popularity, faith, and cooperation from the target group if the agency prioritizes the work of writing news and producing news images for public relations; and good public relations will result in that organization being known in a good way as well as being able to create a positive image or image for the organization easily. However, if the organization is not aware and not foreseen of the importance of writing news and making news pictures for public relations may easily cause serious consequences and disadvantages for agencies such as conflicts between agencies. The conflict between agencies and people do not promote each other People or individuals both inside and outside do not understand the policies, objectives, and operations of the agency. Currently, the management of news writing and producing news images for public relations. in many departments Overall, some practitioners still do not understand the nature of their work, for example, they do not understand the meaning of writing news and producing news images for public relations, the objectives, methods, and principles of the process of organizing work as they should. These are all weaknesses of writing news and producing news images for public relations that must find solutions and develop public relations work to be more effective. There are many problems and obstacles in writing news and producing news images for public relations. The researcher, as a practitioner, is directly responsible for the operation of news writing and producing news images for public relations. There are news writing and photo newsproduction for public relations at Suan Sunandha Rajabhat University. Udon Thani Education Center and foresee problems and obstacles in work Therefore, he would like to study the problems and obstacles and solutions for the development of news writing and news photography for public relations to be effective and to apply the results of the study to the relevant agencies. information can be used as operational guidelines or further integration with other agencies.

1. Objectives of the research

1) To develop a news writing style and prepare news pictures for public relations. and to promote the image of Suan Sunandha Rajabhat University Udon Thani Education Center.

2) To develop into presenting and certifying news writing style and making news photos for public relations, Suan Sunandha Rajabhat University. Udon Thani Education Center.

3) To analyze the nature of the language used in news writing and news picture production. and public relations media.

2. Conceptual framework

From the study of all the data, it was possible to define the research conceptual framework as follows:

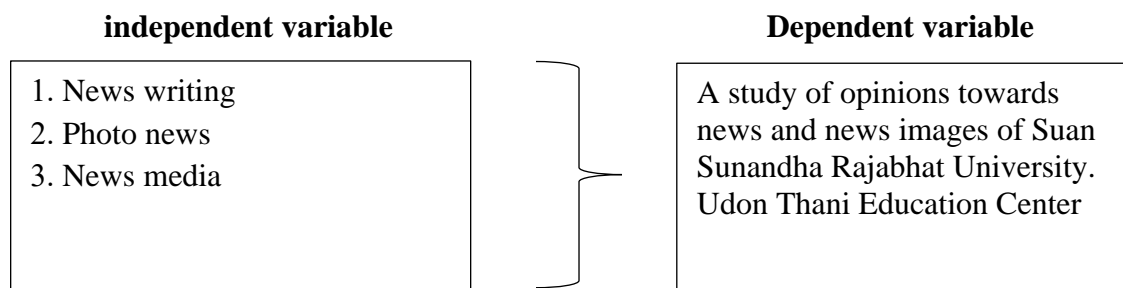


Figure 1 Research Conceptual Framework

RESEARCH METHODOLOGY

2. Research methodology

2.1 Research design

This research study is about the study of ways to increase the efficiency of news writing and Prepare news pictures for public relations of Suan Sunandha Rajabhat University. Udon Thani Education Center The researcher has defined the scope of research as follows.

2.2 Population and samples

The sample group used in this research

1. Personnel of Suan Sunandha Rajabhat University Udon Thani Education Center, including executives, personnel Academic Division Academic Support Personnel, and academic support personnel (worker type) totaling 35 people

2. Public relations specialists, social media, and corporate image building, 5 people obtained from purposive sampling

2.3 Instrumentation

The tools used for data collection in this research consisted of:

1. A questionnaire for studying opinions towards news and news pictures of Suan Sunandha Rajabhat University. The Udon Thani Provincial Education Center is a questionnaire with a 5-level estimation scale, divided into 3 sections as follows:

Part 1 is a questionnaire about the basic information of the respondents, consisting of gender level, education level, and work experience. There is a choice of answers Checklist).

Part 2 is a questionnaire on opinions towards news and news pictures of Suan Sunandha Rajabhat University. Udon Thani Education Center It is divided into 3 aspects: 1. News writing 2. News pictures 3. Press release media is a rating scale, defined as a 5-level rating scale, which is very high. moderate, low, minimal According to Likert's method (Boonchom Srisaard, 2002, pp. 93-95) as follows:

Part 3 is an open-ended question. by giving respondents Write problems, obstacles, and suggestions.

2. Interview form for public relations specialists, social media, and corporate image building Using purposive sampling, the user was a structured interview. And analyze the data by content analysis method to inquire about guidelines for designing public relations media. and news writing and Making news pictures of Suan Sunandha Rajabhat University Udon Thani Education Center

3. 2 types of press release media, 2 types each, consisting of banners on web pages and poster

2.4 Testing quality of research instrument

This research is a research and development (Research and Development) to develop guidelines for improving the efficiency of news writing and producing news images for public relations. and to study executives' opinions on news and news images Academic personnel Academic Support Personnel and academic support personnel (Type of worker) Rajabhat University Suan Sunandha, Udon Thani Provincial Education Center, and interviews with public relations, social media experts and corporate image building with the following steps:

1. The process of studying opinions towards news and news pictures of Suan Sunandha Rajabhat University. Udon Thani Education Center

1.1) Design and conduct a questionnaire to obtain opinions on news and news images of Suan Sunandha Rajabhat University. Udon Thani Provincial Education Center of Personnel in Suan Sunandha Rajabhat University Udon Thani Education Center

1.2) Take a questionnaire to assess opinions towards news and news pictures of Suan Sunandha Rajabhat University.

The Udon Thani Education Center sends personnel within the Udon Thani Education Center to assess.

1.3) Take the information obtained from the questionnaire. Data were analyzed by using statistics to find percentages, mean values, and standard deviation and summarize opinions on news and news pictures of Suan Sunandha Rajabhat University. Udon Thani Education Center

2. The process of developing public relations media There are steps to perform as follows:

2.1) Interview experts in public relations, social media, and corporate image building. By using specific selection (Purposive Sampling), the tool used is structured interview form Data was analyzed by content analysis method.

2.2) Analyze data from interviews with experts in public relations, social media, and corporate Image Creation

2.3) Writing news and producing news photos as well as designing 2 types of press release media, 2 formats each consisting of web page banners and posters.

2.4) Bring public relations media to experts to assess the quality of news writing. and produce news footage, along with Press releases from the questionnaire

2.5) Summarize the information obtained from the quality assessment form to analyze the results. Assess the appropriateness of the news writing style. and produce news images as well as press releases

RESULTS AND FINDINGS

3. Results and Findings

3.1 General information

From the research on ways to increase the efficiency of news writing and producing news images for public relations. From the document study questionnaire responses of the sample, It was found that the study of general information of the sample population of 35 people found that 19 were female (54.29%) and 16 were male (45.71%). In the age group of 31-40 years, 18 people

(51.43%), followed by the age group 41-50, 10 people (28.57%), the age group 21-30 years, 5 people (14.29%), and in the age group of 50 years and over, there were 2 people (5.71%), respectively. Most of the personnel were in academic positions in the Udon Thani Education Center, 14 people (40%), followed by academic support, 12 people (100). 34.29 each Academic support, 5 workers (14.29%) and 4 executives (11.43%), respectively. Less than or equal to 5 years of 21 people (60%), followed by periods of work 6 – 10 for 11 people (31.43%) and 10 years or more for 3 people, representing (8.57%), respectively.

3.2 Results

Table 1: Mean, and standard deviation of the opinions of respondents in the study of opinions towards news and news images of Suan Sunandha Rajabhat University. Udon Thani Education Center news writing.

(n = 35)

A study of opinions towards news and news images of Suan Sunandha Rajabhat University. Udon Thani Education Center	Average (\bar{x})	Standard deviation (S.D.)	interpreting results	Ranking results
1.1 Interesting and useful information for the organization	4.40	0.68	High	4
1.2 Up-to-date information keep up with the situation	4.63	0.48	Highest	3
1.3 Information is accurate and reliable.	4.80	0.40	Highest	2
1.4 Dissemination and delivery of news information can be done quickly and on time.	4.31	0.75	High	5
1.5 Media is produced. information regularly	4.83	0.38	Highest	1
Average	4.59	0.54	Highest	

Table 1, the results of the study of opinions towards news and news pictures of Suan Sunandha Rajabhat University. Udon Thani Education Center It was found that news writing Overall, the average was at the highest level. (with the mean (\bar{x}) equal to 4.59 (S.D.) 0.54). information regularly at the highest level (with the mean (\bar{x}) equal to 4.83 (S.D.) 0.38) The information is accurate and reliable. at the highest level (with the mean (\bar{x}) equal to 4.80 (S.D.) 0.40) The information is up-to-date. keep up with the situation at the highest level (with the mean (\bar{x}) equal to 4.63 (S.D.) 0.48) interesting and useful information for the organization at a high level (with a mean (\bar{x}) equal to 4.40 (S.D.) 0.68) and dissemination Delivery of news and information can be done quickly and on time at a high level. (with a mean (\bar{x}) equal to 4.31 (S.D.) 0.75), respectively.

Table 2: Mean, and standard deviation of the opinions of respondents in the study of opinions towards news and news images of Suan Sunandha Rajabhat University. Udon Thani Provincial Education Center in the news photo

(n = 35)

A study of opinions towards news and news images of Suan Sunandha Rajabhat University. Udon Thani Education Center	Average (\bar{x})	Standard deviation (S.D.)	interpreting results	Ranking results
2.1 The news images are related to the news content.	5.00	0.00	Highest	1
2.2 Sharpness and color of the image	4.57	0.49	Highest	3
2.3 The emotions, facial expressions, and gestures of the person shown in the picture are appropriate.	4.11	0.89	High	5
2.4 News pictures can convey atmosphere And able to tell the story in the news content more clearly	4.83	0.38	Highest	2
2.5 The image has distinctive points that are clear and proportionate.	4.31	0.75	High	4
Average	4.57	0.50	Highest	

Table 2, the results from the study of opinions towards news and news pictures of Suan Sunandha Rajabhat University. Udon Thani Education Center It was found that news images Overall, the average was at the highest level. (with the mean (\bar{x}) equal to 4.57 (S.D.) 0.50). at the highest level (with an average (\bar{x}) equal to 5.00 (S.D.) 0.00) news images can convey atmosphere and able to tell stories in news content more clearly at the highest level (with an average (\bar{x}) equal to 4.83 (S.D.) 0.38) sharpness and color of the image at the highest level (with the mean (\bar{x}) equal to 4.57 (S.D.) 0.49). The image has clear highlights and proportions. at a high level (with the mean (\bar{x}) equal to 4.31 (S.D.) 0.50) and the mood, facial expression, and gesture of the person expressed in the picture were appropriate. at a high level (with a mean (\bar{x}) equal to 4.11 (S.D.) 0.89), respectively.

Table 3: Mean, and standard deviation of the opinions of respondents in the study of opinions towards news and news images of Suan Sunandha Rajabhat University. Udon Thani Education Center news media

(n = 35)

A study of opinions towards news and news images of Suan Sunandha Rajabhat University. Udon Thani Education Center	Average (\bar{x})	Standard deviation (S.D.)	interpreting results	Ranking results
3.1 Design Elements use of color for public relations media	4.51	0.60	Highest	1

3.2 Arrangement of graphic elements Keep it simple, easy on the eyes, and meaningful.	4.43	0.60	High	2
3.3 Components in public relations media consist of headers, text, illustrations, and complete contact information.	4.00	0.86	High	3
3.4 The form of public relations media is unique, modern, interesting, clear, and attracts attention.	3.74	0.87	High	5
3.5 Composition of art Placed in the right proportions There is one point of interest	3.97	0.77	High	4
Average	4.13	0.74	Highest	

Table 3, the results from the study of opinions towards news and news pictures of Suan Sunandha Rajabhat University Udon Thani Education Center It was found that the news media Overall, the average is at a high level. (with the mean (\bar{x}) equal to 4.13 (S.D.) 0.74). Use of colors for public relations at the highest level (with a mean (\bar{x}) equal to 4.51 (S.D.) 0.60) graphic composition Keep it simple, easy on the eyes, and meaningful. at a high level (with an average (\bar{x}) equal to 4.43 (S.D.) 0.60) Components in public relations media include headers, text, illustrations, and complete contact information. at a high level (with a mean (\bar{x}) equal to 4.00 (S.D.) 0.86) art composition arranged in proper proportions There is one point of interest at a high level (with an average (\bar{x}) equal to 3.97 (S.D.) 0.77) and the format of public relations media is unique, modern, interesting, clear, attracting attention. at a high level (with the mean (\bar{x}) equal to 3.97 (S.D.) 0.74), respectively.

The researcher conducted data collection using interviews with public relations, social media, and corporate image experts. The informants expressed their views that were consistent. which can be identified as issues that have the following design elements Using color for print media design or other public relations media, use cool colors such as blue, green, blue, etc. Using illustrations for public relations media must use a photo with clarity News pictures can convey the atmosphere. and able to tell the story in the news content suitable for the target group Draw attention and use the image of the unit that produces the product itself. to avoid image copyright problems Including headlines, writing news, and using letters in public relations media. The font should have a head, large, and be easy to read. Keep it simple, convey meaning, and lead to attention. can be easily understood and remembered the composition should be arranged in the right proportions. by having one point of interest and finally, the components of news production. or public relations media Must contain complete elements, including headings, text, illustrations, contact information, and author information.

CONCLUSION

4. Conclusion

4.1 General information

The results of the study of opinions towards news and news pictures of Suan Sunandha Rajabhat University. Udon Thani Education Center It was found that a general study of the sample

population of 35 people found that 19 were female (54.29%) and 16 were male (45.71%). Most of the samples were in the age group of 31-40 years old. 18 people (51.43%), followed by 10 people aged 41-50 (28.57%), 5 people aged 21-30 years (14.29%), and 2 people in the age group over 50 years old. (5.71%), respectively. Most personnel are in academic positions. in Udon Thani Education Center, 14 people (40%), followed by Academic Support, 12 people (34.29%), Academic Support, worker type, 5 people (14.29%), and 4 executives. People (11.43%), respectively, most of them have working hours. Less than or equal to 5 years of 21 people (60%), followed by periods of work 6 – 10 for 11 people (31.43%) and 10 years or more for 3 people, representing (8.57%), respectively.

The results of the study of opinions towards news and news pictures of Suan Sunandha Rajabhat University. Udon Thani Education Center It was found that news writing Overall, the average was at the highest level. (with the mean (\bar{x}) equal to 4.59 (S.D.) 0.54). information regularly at the highest level (with the mean (\bar{x}) equal to 4.83 (S.D.) 0.38) The information is accurate and reliable. at the highest level (with the mean (\bar{x}) equal to 4.80 (S.D.) 0.40) The information is up-to-date. keep up with the situation at the highest level (with the mean (\bar{x}) equal to 4.63 (S.D.) 0.48) interesting and useful information for the organization at a high level (with a mean (\bar{x}) equal to 4.40 (S.D.) 0.68) and dissemination Delivery of news and information can be done quickly and on time at a high level. (with a mean (\bar{x}) equal to 4.31 (S.D.) 0.75), respectively.

The results of the study of opinions towards news and news pictures of Suan Sunandha Rajabhat University. Udon Thani Education Center It was found that the production of news images Overall, the average was at the highest level. (with the mean (\bar{x}) equal to 4.57 (S.D.) 0.50). at the highest level (with an average (\bar{x}) equal to 5.00 (S.D.) 0.00) news images can convey atmosphere and able to tell stories in news content more clearly at the highest level (with an average (\bar{x}) equal to 4.83 (S.D.) 0.38) sharpness and color of the image at the highest level (with the mean (\bar{x}) equal to 4.57 (S.D.) 0.49). The image has clear highlights and proportions. at a high level (with the mean (\bar{x}) equal to 4.31 (S.D.) 0.50) and the mood, facial expression, and gesture of the person expressed in the picture were appropriate. at a high level (with a mean (\bar{x}) equal to 4.11 (S.D.) 0.89), respectively.

The results of the study of opinions towards news and news pictures of Suan Sunandha Rajabhat University. Udon Thani Education Center It was found that the news media Overall, the average is at a high level. (with the mean (\bar{x}) equal to 4.13 (S.D.) 0.74). Use of colors for public relations at the highest level (with a mean (\bar{x}) equal to 4.51 (S.D.) 0.60) graphic composition Keep it simple, easy on the eyes, and meaningful. at a high level (with an average (\bar{x}) equal to 4.43 (S.D.) 0.60) Components in public relations media include headers, text, illustrations, and complete contact information. at a high level (with a mean (\bar{x}) equal to 4.00 (S.D.) 0.86) art composition arranged in proper proportions There is one point of interest at a high level (with an average (\bar{x}) equal to 3.97 (S.D.) 0.77) and the format of public relations media is unique, modern, interesting, clear, attracting attention. at a high level (with the mean (\bar{x}) equal to 3.97 (S.D.) 0.74), respectively.

And from interviews with public relations, social media, and corporate image experts. The informants expressed their views that were consistent with each other. which can be identified as the following issues design elements Using color for print media design or other public relations media, use cool colors such as blue, green, blue, etc. Using illustrations for promotional materials must use a photo with clarity News pictures can convey the atmosphere. and able to tell the story in the news content suitable for the target group can attract attention and use the image of the agency that carries out their production to avoid image copyright problems Including headlines, news writing, and use of fonts. in public relations, the font should have a head, large, and be easy to read. keep it simple Meaning leads to attention. can be easily understood and remembered the composition should be arranged in proportion. appropriate, with one point of interest finally,

components for preparing news or public relations media. Must contain complete elements, including headings, text, illustrations, contact information, and author information.

DISCUSSION

5. Discussion

Researching ways to increase the efficiency of news writing and producing news images for public relations of Suan Sunandha Rajabhat University Udon Thani Education Center The results can be discussed as follows.

Guidelines for improving news writing efficiency and producing news images for news writing public relations The results of the research revealed that journalists' practitioner's Information must be of interest and useful to the organization. with media production information regularly and that news must be up-to-date to keep up with the situation is accurate and reliable This is in line with what Natthapat Wongraanthong (2014) referred to in Walaya. Somboonsub, 2018) stated that the content should be clear. Easy to understand, able to communicate with everyone who receives the message what the content wants to communicate What is the objective or want to tell? Dissemination and delivery of information must be easily accessible. It can be done quickly and on time. The person who receives the news chooses to receive the most easily accessible news. This is in line with Pira Jirasopon (1986, p. 636) stating that there are 3 steps in human perception of news:

1. Selective exposure or selective attention is the tendency in which the audience chooses to pay attention to or receive information from one or more sources.

2. Selective perception. or selective interpretation) is when a person chooses to receive information from any one source, then it is not that the information will be perceived. According to the intent of all messengers.

3. Selective retention is the tendency to remember the message. Only the parts that match their own needs, attitudes, etc., and it's easier to forget that in the parts that they don't care about or disagree with. and consistent with Pittayathorn Boonwan (2016, p. 49) that the perception of the individual depends on the interest and the stimuli that occur around the body from various media and similar social characteristics will inevitably cause perception to be inclined in the same direction. Information is therefore an important factor used in making decisions in human activities. The need for information increases when a person needs information to make a decision or is uncertain about a particular matter. In addition, The news is also what keeps the audience up-to-date. Able to better adapt to the current world situation As Charles K. Atkin (Charles k. Atkin, 1973:208) stated that people who are highly exposed to information have eyes and ears wide open have knowledge and understanding of the environment, and are more up-to-date than those who are less exposed to news

Guidelines for improving the efficiency of news writing and producing news images for public relations in news photography. The results of the research revealed that journalistic practitioners Should want to take into account news images that must be related to news content. In addition, news images must have clarity and color of the image. Emotions, facial expressions, and gestures of the person shown in the picture must be appropriate. and able to tell the story in the news content Some jobs that reporters do not go to the area to do news. A photojournalist must enhance his reporter skills. change the role to become "Secondary journalists" must be able to tell the basic information of news events to reporters to write news stories. or can write content In line with Authur Rothstien (quoted in Krit Thonglert, 2006), one of the qualities of a photojournalist is that Those who are skilled in reporting news with writing and visual language. and editing news content The news images must be arranged in sequence into a series of images through the method of telling a story with pictures (Photo Essay). The photojournalist will be the master in sequencing the opening shots. The image in the middle to the final image corresponds

to what Camerart (2017) online magazine described as visual storytelling In the form of a photo essay (Photo Essay), the heart of presenting a photo series lies in the emphasis on emotion (Emotion). Each photo must tell a story in itself. and every image must be perfectly placed as if telling a story that must have a leading role in important points and conclusions, and most importantly, the image should have clear features and proportions

Guidelines for improving the efficiency of news writing and producing news images for public relations in news media The results of the research revealed that news media practitioners design elements Use of colors for public relations graphic composition Keep it simple, eye-catching, modern, and expressive. Components in public relations materials include headlines, text, characters, illustrations, and complete contact information. Consistent with Mr. Narasak Poonaploy (2018: 19) on Factors promoting and developing public relations materials for lecturers' lectures. General Education Suan Sunandha Rajabhat University said that the online media design that students were most interested in was to Get complete information without having to look for additional information from other media. art composition arranged in proper proportions There is one point of interest And the form of public relations media is unique, modern, interesting, clear, and attracting attention. Consistent with Wiphusit Thongpitak (2008: 74-75) researching on Design of print media to create a distribution business image. Premium products and gifts: a case study of Admire Design and Creation (Thailand) Co., Ltd. found that graphic design on a print media level Satisfaction is at a good level. The graphics are designed under the concept of modernity based on simplicity and formality. under the framework of creating a corporate identity to have a character using the principle of credibility and character

SUGGESTIONS

6. Suggestions

From the findings of this research, we know the guidelines for writing news and producing news images for public relations. Udon Thani Education Center Overall, it was at the highest level. However, practitioners or those responsible for news work should maintain measures. Along with applying, improving, and developing news writing methods and producing news images for public relations. This will help press releases. It is effectively disseminated and helps to align the viewpoint of the news media with the viewpoint of the media. and used as information for strategic public relations planning in the news work of Suan Sunandha Rajabhat University Udon Thani Education Center Therefore, the person responsible for the news and public relations of Suan Sunandha Rajabhat University Udon Thani Education Center There should be policies and guidelines for news writing and photo production. for public relations, news or media used in public relations has been selected for widespread dissemination or to lead to publication in various media, which will benefit the operations of those in charge of news work and benefit Suan Sunandha Rajabhat University. Udon Thani Education Center in the field of university public relations

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