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FUNCTION OF PUBLIC RELATIONS IN CORPORATE PERCEPTION MANAGEMENT

Abstract:

In this study, the purpose is to define the concepts of perception management and corporate perception management and to explain for what functions public relations are responsible within these concepts. These functions are classified under two main areas as internal and external functions. In addition to this, the components of perception management that have a significant importance for corporations are expressed and necessary applications are pointed out for an effective use. It is also stated that public relations play an important role in understanding, interpreting and addressing individuals and groups of people within this understanding of perception management. It is also emphasized that public relations must be permanent in the understanding of perception management and it is important to determine and provide the demands, expectations and needs of individuals that establish the internal and external corporates. It is pointed out that public relations with perception management are interrelated and complementary processes. It is also described what basic rules are required when building corporate perception management and which application principles there are. It is also pointed out that target populations have cultural characteristics and value judgments. The characteristics of public relations messages are described when building the understanding of perception management. It is important to get feedback of these applications and to measure them in this process. It is necessary to prevent any negative perception either in internal or in external corporations by using the real examples. Visual elements of a corporation that constitute an important source for perception must be designed effectively, it should reflect the corporate identity and it should also support the perception to be created in this way.

Keywords:

perception, perception management, public relations

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