



Summary

From this chapter we can summarize that, the technique is designed to establish the understanding of public relations as an interdisciplinary field and as a management tool. They will learn specific techniques and skills in writing for media distribution as an important part of the public relations process. Students will also develop an awareness of public relations as a problem-solving process, using applied and integrated communication planning strategies. Public relations are an effective instrument of publicity but must be used with care and caution, intelligence and faculty should be highly sensitive to the image of physical education being projected.