**Chapter 9**

**Chapter Overview**

This chapter examines strategic communication in the domain of public relations. It looks at the theoretical foundations of PR and its history and structure. It then considers digital PR practices and recent trends in the field.

After reading the chapter, you should be able to do the following:

* Describe the overview of strategic communications.
* Explain the theoretical foundations of public relations.
* Describe the purpose and form of public relations.
* Outline the history and structure of the public relations industries.
* Identify various new types of advertising and PR strategies with digital media.
* Examine the impact of digital technologies on public relations.

**Review/Essay Questions**

1. Describe the three rhetorical appeals and the three pillars of rhetoric.

2. Discuss digital trends in the development of public relations.