Description

Use standard essay format and must have at least 3 paragraphs (ie Intro, body and conclusion).  
  
Responses must be double spaced using Times New Roman and 12 point type size.   
  
Use A.P.A. style. Use citations throughout the paper.  
  
I do not have a copy of the textbook.  
  
Please ONLY reference  
Introduction to Strategic Public Relations: Digital, Global, and Socially Responsible Communication  
Janis Teruggi Page, Lawrence J. Parnell, 2019  
Sage  
  
ISBN.13: 978-1-506-35803-1  
  
Pick ONE of the following essay topics:  
  
1. Please read Social Responsibility Case Study: How Can Video Storytelling Support Social Responsibility Efforts? on pages 126-127 of the text and answer the following: Explore some PR videos by searching YouTube with the following terms “sustainability report,” coupled with any of the following: Daimler, H&M, Samsung, P&G, and Lowe’s. You may also simply type “sustainability report videos” in any search engine for results. Note and discuss some specific legitimacy appeals in these videos (or other sustainability reports you find on YouTube). How are competency and concern communicated in language and how are they visually communicated? Be specific in your response.  
  
2. Please read Social Responsibility Case Study: Deepwater Wind: Launching America’s First Offshore Wind Farm, on pages 182-183 of the text and answer the following: How did D&S make the story compelling enough to merit media coverage? How might Deepwater Wind utilize social media more to extend their impact and results?  
  
3. Discuss the “dark side” of social media and the risks this presents to public relations.