International Public Relations

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Factors to Consider

- Language and cultural barriers
- Political barriers
- Technological differences

Language Barrier

- Language proficiency and popular phrases or slang
- Make clients feel comfortable, at home
- Rosetta Stone and other language courses are helpful
- Talking to native speakers is the best way to practice
- Listen to/ watch the news or other television programs to hear language spoken

Political Barriers

- Know political ideologies present
- State Department website
  - A-Z Countries
  - Bilateral Relations
- Pay attention to the news, current events
- World Audit report on global media freedom

Technological Differences

○ Access to social media

   ○ Social media world map

○ Access to the internet

○ Internet access is correlated to per-capita income

○ Pew Research Center

   ○ Internet and smartphone access statistics

Tips and Suggestions

- Do your research when working for an international client or in a foreign country

- Know your audience

- Pay attention to current events

- International Public Relations Association

Sources

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