IMPACTS OF INFORMATION TECHNOLOGY ON PUBLIC RELATIONS

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THIS IS A RESEARCH PROPOSAL SUBMITTED FOR THE PARTIAL; FULFILMENT OF THE AWARD OF DIPLOMA IN PUBLIC RELATIONS AT THE UNIVERSITY OF NAIROBI.
DECLARATION

I declare that this is my original work and has never been presented in any other university for academic award or credit.

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This research project has been submitted for examination by the University Supervisor with my approval as the candidate.

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ABSTRACT

Information Technology, or IT, is the study, design, creation, utilization, support, and management of computer-based information systems, especially software applications and computer hardware.

IT is not limited solely to computers though. With technologies quickly developing in the fields of cell phones, PDAs and other handheld devices, the field of IT is quickly moving from compartmentalized computer-focused areas to other forms of mobile technology.

Public relations (PR) is the practice of managing the flow of information between an organization and its publics. Public relations provides an organization or individual exposure to their audiences using topics of public interest and news items that do not require direct payment. Their aim is often to persuade the public, investors, partners, employees and other stakeholders to maintain a certain point of view about the company, it's leadership, products or of political decisions. Common activities include speaking at conferences, winning industry awards, working with the press, and employee communication.

This paper looks at how Information Technology has affected Public relations and the changes brought about in its advancement.