

# Hành vi công chúng và Nghiên cứu công chúng trong PR

Sinh hoạt khoa học bộ môn  
Truyền thông Marketing

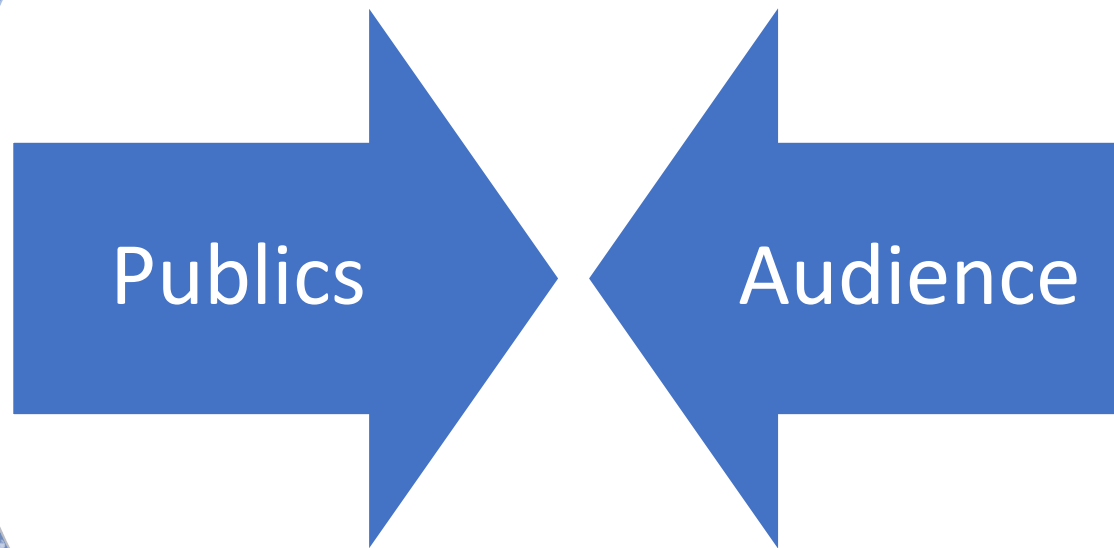
TS.Doãn Hoàng Minh

Ngày 12/6/2019

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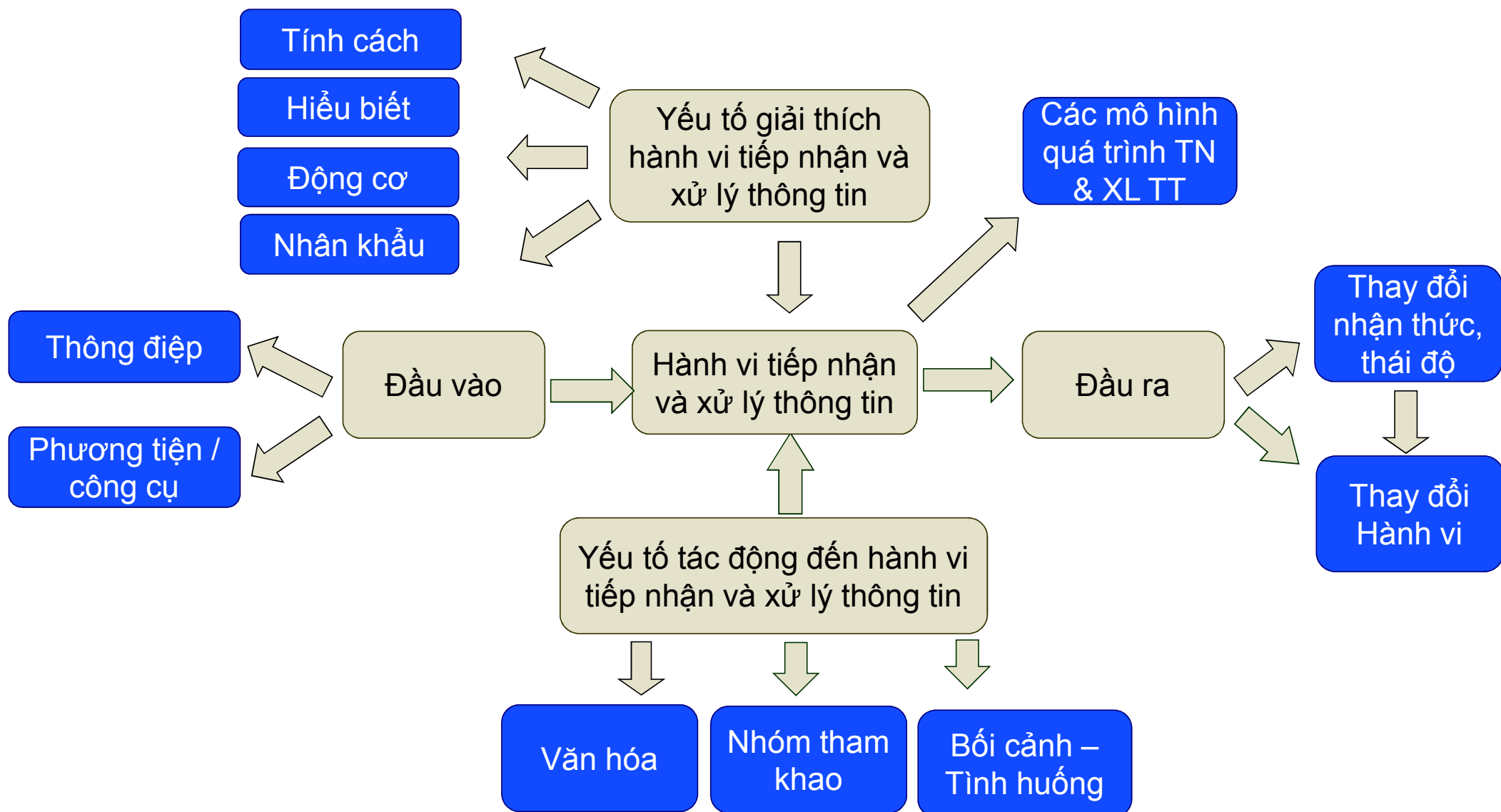
# Nội hàm thuật ngữ “công chúng”



1. A group of people within hearing; specifically a group of people listening to a performance, speech etc.; the crowd seeing a stage performance
2. People or market segment at whom an advertising message or campaign is aimed.
3. Total number of readers, listeners, or viewers reached by a particular advertising medium.

- *The people in general, regardless of membership of any particular group.*
- *Publics are groups of individual people, a section of the community having a particular interest or connection.*
- *Publics is the group of people that influence the business activities of a company or people who have real or potential interest in the company. This public is responsible for building your company's image amongst the customers or the industry.*

<http://www.businessdictionary.com/definition/>





# Các nguồn tham khảo

	Tên	Trường
	Consumer and Audience Analytics	University of Florida
	Audience Research	University of North Texas
	Media Audiences	The <b>New York University Steinhardt</b> School of Culture, Education, and Human Development
	Audience Analysis and Media Strategies	City University of Hong Kong
	Audience Insight	West Virginia University
	Public relations research	College of Journalism and Communications

# Các sách

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