

UNIVERSITI TEKNOLOGI MARA

**THE PUBLIC RELATIONS PRACTICES
IN
HIGH-TECH ORGANIZATION
KULIM HIGH-TECH PARK**

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Thesis submitted in fulfillment of the of the requirements
for the degree of

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Faculty of Communication & Media Studies

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Candidate's Declaration

I declare that the work in this statement was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledge as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any other degree or qualification.

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ABSTRACT

This thesis is about the practice of public relations in high-tech organizations of Kulim High-Tech Park. The research examines the model of communications, the roles and functions of public relations professionals in these organizations, their scope of participation in strategic decision making as well as the presence of Integrated Marketing Communications (IMC) and position of public relations in that mix.

In this study, the researcher adopted a case study design to gain an in-depth understanding of the situation and meaning for those involved. This paper reports on a study using in depth interviews to better understand how public relations practices apply in high-tech organization. Research revealed that the organizations followed the asymmetric model of communication under a symmetric philosophy where participation in strategic decision making was marginal, with the role being mainly that of expert prescriber. In the IMC process, trend toward IMC has certainly entered Kulim High-Tech only the position of public relations in that set up is not clearly justified. IMC is mere technical function. Even though the idea of relating public relations roles in IMC exist but still some of the organizations are unaware of how public relations can complement the IMC process.

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TABLE OF CONTENTS

	Page
TITLE PAGE	
AUTHOR'S DECLARATION	ii
ABSTRACT	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	vi

CHAPTER ONE: INTRODUCTION

1.1	Chapter Review	1-5
1.2	Background of the problem	6
1.3	Problem Statement	6-8
1.4	Research Questions	9
1.5	Research Objective	9
1.6	Significance of the study	10
1.7	Scope & Rationale of Study	10
1.8	Limitation of the study (<i>before conducting research</i>)	10-11