

## Musing on the Prospects of Public Relations in a Globalized Miliue

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**Abstract** Public relations scholarship is young and evolving. Rapid globalization has created new opportunities and challenges to public relations practice. Public relations education and scholarship have adapted so rapidly and grown quickly from their ethnocentric roots to become more diverse. Following the above observations, the researcher of this present study chronicles the development of global public relations and associates the concept of the word: "culture" with a synonymous view of public relations in the context of global sphere, looking at the current status of this area of human endeavour as well as pointing out its potentials for the future growth of image making business worldwide.

**Key Words:** Public relation, Ethnocentric roots, Global sphere, Human endeavour, Image making

### Introduction

It was widely believed that public relations practice was largely a 20<sup>th</sup> century phenomenon. The origin of 'modern' public relations has been traced to early 20<sup>th</sup> century predominantly in the United States and United Kingdom. There are growing contentions that "public relations had been in existence since pre-biblical times" (Sriramesh, 1992). For example, Al-Badr (2004) contends that "public