

FINAL TASK (EXAM): 8th of January, 2026. Group task.

IMPROVING PUBLIC RELATIONS IN ORGANIZATION “X”*

WRITTEN PAPER + ORAL PRESENTATION

** write on title page*

Type of work

This is an analysis of the **content** of a communication product.

The work is done by 3–4 students.

It is based on theoretical studies and practical insights.

The starting point of the project is a specific problem and its solution in the field of communication science.

Human resources and work organization

The work is done by team and prepared with consultations from the lecturer.

The team consists of 3–4 students.

Each member of the team has a specific area of responsibility.

The final result is achieved by sharing information and experience with other team members.

Work format and structure requirements

The paper must follow the official Kauno kolegija methodological requirements for written works.

Example (student work) can be found in Kauno kolegija DSpace system:

[\[Example link provided\]](#)

Length: +/-15 pages.

Format: *Microsoft Word*; 12 Times New Roman font; 1,5 space.

PAPER STRUCTURE

Title page	Look Dspace / Given Word doc. example	1 page
CONTENTS	Look Dspace / Given Word doc. example	1 page
INTRODUCTION	Required columns: relevance of the work, problem, aim, objectives (in this case 3: theoretic, analytical, recomentative), object, research methods, structure of the work.	1 page
1. THEORETICAL PART	<p>Scientific theories, data analyzed by other researchers, which can be used to support the work problem. 10–15 sources are recommended. 50 percent of sources must be no older than 5 years.</p> <p>1. THE CONCEPT OF PUBLIC RELATIONS IN AN ORGANIZATION FROM A THEORETICAL ASPECT</p> <p>1.1. The concept of public relations of an organization, the concept of external communication</p> <p>1.2. Dissemination of information of the organization in various channels: website, social networks, media</p> <p>Cite according to APA-7: Where to look for scientific sources: https://scholar.google.com/, KK e-library platforms, KK library (Pravmones pr. 22A).</p>	4 pages
2. ANALYTICAL PART	<p>2. ORGANIZATIONAL PUBLIC RELATIONS ACTIVITIES RESEARCH</p> <p>2.1. Organizational Characteristics</p> <p>2.2. Research Methodology and Organization</p> <p>2.3. Analysis of the Obtained Research Data</p> <p>2.3.1. Website Content Analysis</p> <p>2.3.2. Social Networks Content Analysis</p> <p>2.3.2. Media Content Analysis</p>	4 pages
3. RECOMMENDATIONS PART	Recommendations on how to improve organizational communication based on the results of the research (it is enough to plan for a year in advance). Possibilities for improving the object under study, expressed in specific proposals – examples of improving activities (work organization, services, product development).	1 page
CONCLUSIONS	This is the answer to the goal and objectives set at the beginning of the work.	1 page

	The number of objectives and conclusions must be the same - the objective must correspond to the conclusion. There are as many conclusions as there are objectives (in this case - 3).	
REFERENCES (LITERATURE)	About 15 sources. 50 percent of sources must be no older than 5 years. According to APA-7 .	1 page
SOURCES OF EXAMPLES	Optional (IF YOU NEED). This could be a screenshot of an organization's website, <i>Facebook</i> post, etc.	Unlimited. Not included in the pages limit of work
SELF-EVALUATION	Each member's name and surname, grade (on a scale of 1–10).	1 page. Unlimited, not included in the pages limit of work

TEXT DOCUMENT

TITLE

Look at the Dspace example. Do not forget to write all team members' names, surnames.

CONTENT

CONTENT

1. THE CONCEPT OF PUBLIC RELATIONS IN AN ORGANIZATION FROM A THEORETICAL ASPECT

- 1.1. The concept of public relations of an organization, the concept of external communication
- 1.2. Dissemination of information of the organization in various channels: website, social networks, media

2. ORGANIZATIONAL PUBLIC RELATIONS ACTIVITIES RESEARCH

- 2.1. Organizational Characteristics
- 2.2. Research Methodology
- 2.3. Analysis of the Obtained Research Data
 - 2.3.1. Website Content Analysis
 - 2.3.2. Social Networks Content Analysis
 - 2.3.2. Media Content Analysis

3. RECOMMENDATIONS

CONCLUSIONS

REFERENCES

SOURCES OF EXAMPLES

SELF-EVALUATION - leaders letter for Daiva

INTRODUCTION

INTRODUCTION

Relevance of the topic. *Why is it important to analyze and improve the communication of this organization?* Answer this question.

Problem. Some communication activities may be ineffective and need improvement.

Aim. After analyzing theoretical sources and doing an empirical study on public relations in organization “X”, to present recommendations for improving information dissemination in the media.

Objectives:

1. To analyze theoretical sources about the concept of public relations.
2. To study the organization’s public relations by doing content analysis of its communication channels.
3. To prepare recommendations for improving public relations by creating a one-year information dissemination strategy.

Object: The communication of organization “X”.

Research methods:

1. Analysis of scientific sources.
2. Content analysis.

Structure of the paper:

The work consists of three parts – theoretical, analytical, and recommendation parts.

1. THEORETICAL PART

This part presents scientific theories and research by other authors that help to explain the chosen problem.

1. THE CONCEPT OF PUBLIC RELATIONS IN AN ORGANIZATION FROM A THEORETICAL ASPECT

1.1. The concept of public relations and external communication in the organization.

1.2. Information dissemination through different channels:

- the organization’s website,
- social media,
- mass media.

Citations must follow APA-7 style.

Sources can be found at:

- [Google Scholar](#)
- Kaunas kolegija e-platforms
- Kaunas kolegija physical library (Pramonės pr. 22A).

Approximate length: 4 pages.

2. ANALYTICAL PART

2. PUBLIC RELATIONS RESEARCH IN THE ORGANIZATION

2.1. Organization characteristics

Describe the organization's activities: year of establishment, mission, vision, goals, and main areas of work. Present the logo.

2.2. Research methodology and organization

The research method – content analysis.

Analyze the content of the organization's website, social media posts, and media articles related to the organization.

The analysis period – chosen year (X).

The analysis includes both **quantitative** (number of posts/articles) and **qualitative** (themes and topics) aspects.

When analyzing media, choose one or two news portals (for example, *BBC* or *CNN*), type the organization's name in the search bar, and analyze the filtered articles.

Content analysis criteria:

- **Organization website content analysis criteria:**
 - **Quantitative aspect:** number of news articles in the chosen period (X).
 - **Qualitative aspect:** types of news articles, topics of headlines (and possibly the texts themselves).
- **Organization social media content analysis criteria** (e.g., *Facebook*, *Instagram*, *LinkedIn*, etc.):
 - **Quantitative aspect:** number of posts during the chosen period (X).
 - **Qualitative aspect:** type and topics of the posts.
- **Organization media content analysis criteria:**
 - **Quantitative aspect:** number of filtered articles in the chosen period (X).
 - **Qualitative aspect:** type and topic of headlines (and possibly the texts themselves).

2.3. Analysis of research results

2.3.1. Website content analysis results

Analysis is done according to the criteria described in section 2.2.

2.3.2. Social media content analysis results

Analysis is done according to the criteria described in section 2.2.

2.3.3. Media content analysis results

Analysis is done according to the criteria described in section 2.2.

3. RECOMMENDATIONS PART

3. RECOMMENDATIONS HOW TO IMPROVE PUBLIC RELATIONS

Use your creativity!

Create an **information dissemination strategy for one year** based on your research results.

Include the following elements:

- **Channels:** press, radio, television, internet (news portals, social networks).
- **Products:** traditional and new media texts, audiovisual formats (articles, interviews, social media posts, photos, videos, etc.).
- **Uniqueness and attractiveness:** themes, people involved, connection with the organization's communication strategy, main message/slogan/values, visual style guidelines, etc.
- **Time aspect. Periodicity of information dissemination / publication.**
- **Needed resources:** human, technical, and other resources.
- **Cooperation with media:** partnerships, information support, expert comments, formal and informal events.
- **Financial resources:** estimated budget.

CONCLUSIONS

CONCLUSIONS

The conclusions must answer the aim and objectives stated in the introduction.

The number of **objectives** and **conclusions** must be the same — each objective should correspond to one conclusion (in this case, there are 3).

1. ...
2. ...
3. ...

LIST OF REFERENCES

LIST OF REFERENCES

- About **15 sources**, number it 1., 2., 3. ...
- **50%** of the sources must be **not older than 5 years**.
- Use the **APA-7** citation style.

SOURCES OF EXAMPLES

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Optional.

May include screenshots (*Print Screen*) of the organization's website, Facebook posts, etc.

The appendices are **not included in the total number of pages**.

SELF-ASSESSMENT

SELF-ASSESSMENT

Each team member must write their **name, surname**, and **grade (1–10 scale)**.

This part is **not included in the total number of pages**.

PRESENTATION

Oral presentation. The written paper must be submitted in the *Moodle* system before the presentation.

The presentation should use **Kaunas kolegija** PowerPoint template.

Recommended: **up to 10 slides**.

Presentation length: up to 20 minutes.

All group members must take part and speak during the presentation.

Each member must understand not only their own part but also the work of other members.

ASSESSMENT CRITERIA

Written paper (70% of the grade)

- Relevance of the topic and practical significance.
- Clarity of research parameters (aim, objectives, problem, object).
- Correct and purposeful use of sources.
- Clarity of research methodology description.
- Data interpretation.
- Connection between conclusions and objectives.
- Logic and structure of recommendations.
- Required structure and balance of sections.
- Quality and logic of text and visuals.
- Practical applicability of recommendations.
- Individual and teamwork performance.
- Creativity.

Oral presentation (30% of the grade)

- Ability to organize and adapt written information for presentation.
- Public speaking skills (must speak all team members).
- Communication with the audience.
- Time management.