

## The Job of Rhetoric in Public Relations Practice

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**Abstract :** For all institutions, either public or private, communication is important now more than ever. This is because the importance of communication has grown over the years, and it has the ability to either break or make an organization. With globalization, the changing technology, and other emergent issues that affect organizations, the communication given out has had to be better, sharper, and both proactive and reactive. This is the reason why the importance of public relations has been on the increase. Institutions realize the importance of having a good image and having public relations experts who can effectively manage communication in an institution easily in times of crisis. Public relations itself is not, however, effective, and this has led to the adoption of rhetoric in communication. Rhetoric use has had a long transformation because, in the past, it was only used in politics. Rhetoric in communication has come to be appreciated and adopted by many diverse fields and sectors. This study looks at the job of rhetoric in public relations practice and how it can identify with the administration of an institution's notoriety.

**Keywords :** communication, notoriety, rhetoric, public relation

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