Journal One

Brand/Public Figure(s): Ryan Reynolds and Hugh Jackman

PR Model: Press Agentry/Publicity

PR Function: Press Agentry/Publicity

Piece: [Ryan Reynolds and Hugh Jackman Perform a Song About Deadpool & Wolverine | The Tonight Show](#)

      Ryan Reynolds and Hugh Jackman came together over the summer to film a video promoting the Deadpool and Wolverine movie that came out on July 26, 2024. The two actors spent several weeks campaigning and promoting the movie, and then worked together on filming this song to further advertise and promote the film. This video went viral shortly after it was released. This collaboration between the two actors, along with the several weeks of campaigning to promote the film, displays press agentry/publicity which is one of many functions and models of PR. Not only was it displayed on a popular talk show, it went viral enough to go onto Instagram and other social media platforms to further publicize and promote the movie.

This type of promotion for the film reaches a wide variety of audiences since it did go viral. It reached anyone who had access to a digital device and were active on social media. This promotion gave the audience an opportunity to see the light-hearted humor that is soon to come with the film and it gets people to want to go see the movie because of the humor. Other opportunities that arise from this song include generating buzz for future projects like Deadpool 3 or more content/movies with Wolverine and further fan engagement.

The problem with this type of promotion is that it may not reach everyone since there are a number of people in the world who are not active on social media or any type of media for that matter. Some criticisms would be that it could make people not want to see it since there had been several campaigns for the movie, which could cause some to think that it is "over-hyped". Other issues would be that it could ruin the image and backstories of the characters before this movie came about. All in all, The Deadpool and Wolverine movie, so far, is ranked number two in the 2024 Worldwide Box Office next to Inside Out 2 being number one.

Journal Two

Brand/Public Figures(s): McDonald's

PR Model: Two-Way Asymmetric

PR Function: Issues Management

Piece: [McDonald's removes smile from Happy Meal | Famous Campaigns](#)

In this one-week campaign, McDonald's removed the smiles from Happy Meals and replaced them with different expressions to represent different emotions. This campaign has a two-way asymmetrical PR model with a PR function of issues management. The campaign encourages families to start discussing emotions in a positive way and not looking at mental health as a bad thing. Mental health has been a big issue for a long time, but has become more prominent as more development of technology and social media has come into the picture.

This campaign posed an opportunity to raise awareness for mental health and to be communicated within families and communities. The campaign can be seen as a stepping stone

towards authenticity, which signals a commitment to address customer feelings and experiences. Not only that, but it can boost community engagement as well.

The problem with this campaign is that it only lasted a week, and it could cause people to lose emotional connection with the meal as the Happy Meal has always been associated with joy and satisfaction. This can create room for consumer backlash since consumers could see this campaign as depressing. Many people associate the meal and McDonald's, in general, with happiness and taking away the smiles could make them less distinctive in a crowded fast-food market.
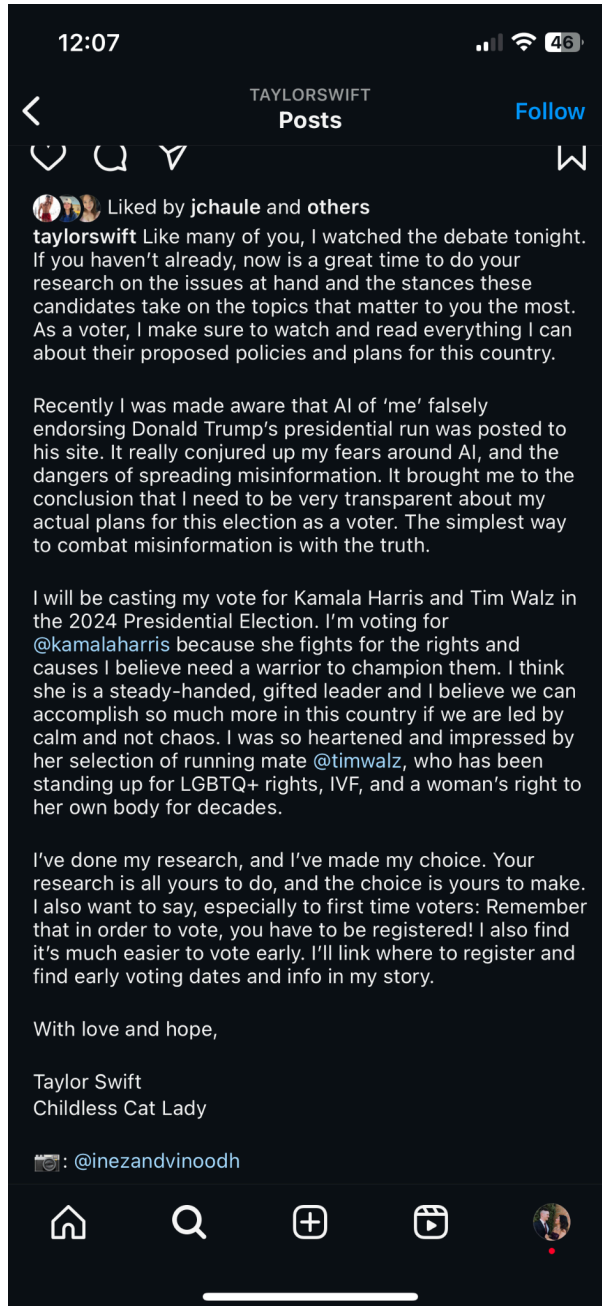
Journal Three

Brand/Public Figure(s): Taylor Swift

PR Model: Public Information

PR Function: Image Management

Piece:

This post by Taylor Swift is a public information PR model with a function in image management. Taylor Swift makes this post on her Instagram to let her followers know that the AI photos of her going around saying that she was endorsing Donald Trump is not true, which is her informing the public that it was not actually her. She also goes on to let her followers and fans know that she is wanting to be more transparent with her decisions and plans now that she sees what AI can do. With this being said, she lets her fans know that she will be voting for Kamala Harris and Tim Walz in the election taking place in November of 2024. She explains her reasoning on why she is voting for the two candidates and she encourages people to vote.

This entire post is her informing the public about her choices and why she is voting for who she is voting for. She is not asking anyone to engage in her post, nor is she telling people who to vote for. This is a PR function of image management because she wants people to know that it was not her and she does not want others to think she is supporting a candidate that she does not support.

Her using Instagram as her main way to let her people know that was a good opportunity to let many people see it since Instagram is a large platform. Other opportunities this post poses is role modeling and reaching out to the younger voters. This post can be seen as showcasing empowerment and activism which could give the public the sense that she is committed to social and political issues. This, in turn, can encourage her fans to be more engaged and involved with civic participation.

The problem with this is that not everyone supports Kamala Harris, and dragging politics into entertainment is not always the best way to keep people engaged. This could cause her to lose fanbase, especially for people who support Donald Trump. For this reason alone, her endorsing Kamala Harris can alienate the fans she has who have differing views which causes

backlash and can cause her fans to view her as an unfit role model for supporting someone with
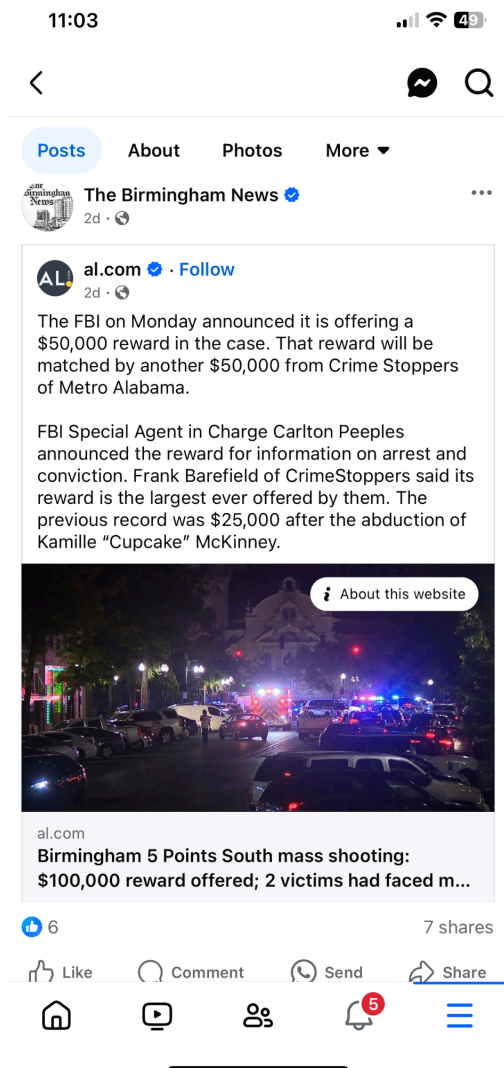
policies they oppose.

Journal Four

Brand/Public Figure(s): FBI/Law Enforcement on Five Points Birmingham Shooting Case

PR Model: Two-Way Symmetrical

PR Function: Crisis Communication

Piece: [Birmingham 5 Points South mass shooting: $100,000 reward offered; 2 victims had faced murder charges - al.com](#)

In this piece, news reporters from Alabama Local News use Facebook and other social media platforms to inform the audience of a shooting that took place on Saturday night on

September 21, 2024 in Five Points. They are encouraging the public to aid in finding the suspect(s) of the incident that took the lives of four people and left over twenty people injured. This piece displays the two-way symmetrical model of PR with the function being crisis communication.

The public that is being confronted is the community of Birmingham, Alabama. The FBI is offering a reward for leads linking to the suspect(s) of the incident, which encourages the people of Birmingham to speak up and help law enforcement get to the bottom of a tragic event that impacted the lives of several people and their families. Although money is not what it is all about, this is a way to get people in the community to be more involved especially in a crisis like this and to shine a light on the harsh and serious reality of gun violence that needs to be paid more attention to. Not only does offering a reward encourage people, but it gets people to speak up to help for a greater cause.

A problem that comes with this specific way of getting information from the public is that it could get people to give false information and/or tip the law enforcement the wrong way with their investigation on the case. Although, the opportunities are for people to be informed and involved, it could also flood in false reports that hinder the investigation. Providing financial rewards can raise ethical issues, because it may incentivize people to exaggerate details or provide false information for financial gain. It can also have a potential for further violence if the people who have real information and provide it are retaliated against. Providing monetary rewards could also sway people and the community to believe that law enforcement and the local government is not sensitive towards the families of those who were injured or killed, but only care about catching the suspect.