VISION
As you work on this written assignment, you'll gather and interpret information relevant to provide any practitioner advice on how to engage in public relations (and business) in another country. You'll be able to summarize the most important information you found, critically analyze it, and interpret it with insights beyond the raw data.

PURPOSE
Overall, to demonstrate your understanding of Cultural Intelligence
1. to develop your ability to take alternative perspectives of other cultures (Objective 4);
2. to introduce you to the research sources needed for this class
3. to set research expectations for the term—and your career—and teach you to meet them (Objective 2);
4. increase your analytical skills for international public relations work (Objective 2; and
5. to assess your writing abilities early in the semester (Objective 4).

COUNTRY OR CULTURE CHOICE
Do not use any part of the United States, Canada, Great Britain, New Zealand or Australia.

CONTENT
1. Introductory paragraph (¶): Begin with an attention getter, why you’d want to practice in that country/culture (thesis), and preview the subtopics to come.
2. Body: Develop 8-10 paragraphs to provide advice to anyone going to practice public relations in that country or culture.
   A. Each paragraph should be written as “best practice” rule.
   B. Explain in each ¶ what make the best practice, supported by outside sources.
      (You also should cite either textbook.)
3. Summarize your paper’s most important points.
4. Concluding ¶: Highlight three or four take-aways to summarize; reframe your thesis; end with closure technique.

SUPPORT FOR PARAGRAPHS (choose the best information from the following)
1. Relevant support information (use as needed):
   A. Highlights of relevant country/cultural history
   B. Geography
   C. Demographics
   D. Geography
   E. Government
   F. Economy
   G. Communications technology/media channels
H. Transportation
I. History & practice of public relations there
2. Start with resources found on the class’ Milner website: http://guides.library.illinoisstate.edu/COM355.
3. Confirm or update this information with multiple, credible outside sources (e.g., academic journals, books, professional magazines).
4. Add to the information you’ll need with searches of:
   A. news stories
   B. what the country is doing to build its international image
   C. academic research articles (particularly those in Public Relations Review)
   D. books and book chapters (some are on Milner Reserve under COM 355)
   E. other ideas you find useful

SUBMISSION CHECKLIST

• _____ 5-7 pages of text (does not include cover page or references)
• _____ 8-10 sources outside the class textbooks
• _____ AP writing style
• _____ Proper APA paper format
• _____ Use Spell Check!
• _____ Proofread
• _____ Print out clean hard copy, stapled
• _____ Submit at 12:35 p.m., Thursday, September 13