Stephanie Ramirez

Professor Leslie Wolcott

English 1102

January 25, 2013

Focus Description

Ever since I was a little girl I have dreamed of doing something that requires me to deal with the communication world. As a young girl I wished to become an actress and be in Hollywood. As I grew up though and gained some maturity my focus shifted from actress to news reporter, then to the broader field of global communications and finally to the branch of my choice public relations. I conducted brief research of what the public relations field entails and I immediately knew that it was the career I wanted to pursue. Now this class providing me with the opportunity to go into depth and research my career choice and I’m excited to see what I will learn.

In his book *Genre Analysis (24-27)* Swales provides us with some guidelines to determine whether a hobby, a job or simply a group of people with similar interests should be considered a discourse community. The six guidelines he specified touch on the goals, the genre, the lexis, the levels of expertise, the mechanisms for feedback and the methods of communication within the discourse society. According to the guidelines previously presented public relations fits in each one of those categories. Some of the categories are more easily placed than the others but nonetheless there is a place for all six of the guidelines.

The main goal of any public relations specialist or manager is to create and maintain a favorable public image for their employer or client. They achieve this goal according to “The occupational Handbook” by “writing material for media releases, planning and directing public relations programs, and raising funds for their organization”. Public relations mechanisms of communication include; journals published online sites such as “Public Relations Society of America”. Furthermore, the members of the communication must constantly be in communication with other members of the group not only to exchange valuable information necessary to conduct business but also to exchange ideas on how to improve as an agency. One of the main duties of public relation specialists is to write material for media release. The material that they write must follow certain guidelines and it is always to achieve the same goal that I previously mentioned. This satisfies Swales need for a genre in the communication and in the same manner in the same media releases they utilize certain lexis that other people that are not part of the group might not fully understand which satisfies Swales need for a specified lexis. And the last of Swales guidelines requires the group to have less and more experienced people as a part of their active community. In the public relations field there are different positions that require a certain amount of experience, for example, a public relations specialist can a be a new college graduate that is ready to expand their knowledge. On the other hand, in order to become a public relations manager you need minimum of five to ten years of work experience.

Public Relations isn’t a field in which the discourse group is required to have a center location of communication where they all meet. Similarly to Swales Hong Kong Study Circle the Public Relations discourse group communicates through a site where they publish their journals, thoughts and critiques without having to be physically next to each other.

The field I have chosen to research has been in my mind for years. Going through and analyzing, summarizing, citing and much more will be something pleasurable which in the end will have benefits like knowing what expect out of the major I chose and knowing which are the best paths to success.

Works Cited

Bureau of Labor Statistics. U.S. Department of Labor, Occupational Outlook Handbook,

2012-13 Edition, Public Relations Managers and Specialists. 2012. Web. 25 Jan. 2013

“Public Relations Journal.” Public Relations society of America, 2009-13. Web.

 25 Jan. 2013.

Swales, John M. *Genre Analysis: English in academic and research setting.* The university of

 Michigan, Anne Arbor: Cambridge UP, 1990. PDF.