Synthesizing Common Procedures for Developing Publicity Materials: Integrating Theory and Practice in Global Professional Communication

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Abstract

The development and dissemination of effective publicity materials are essential for professional communicators in public relations, communication, and marketing in this digital and globalized world. These materials, encompassing various media formats, play a crucial role in conveying messages, shaping public perceptions, and engaging target audiences. With the rapid development of digital technology and the need for integrated communication strategies, creating persuasive, ethical, and transparent materials has become increasingly important. This study aims to identify and synthesize common procedures for the development of publicity materials through a systematic literature review (SLR) of 77 highly cited international references in public relations, marketing, communication, and media. Key stages of the methodology include defining research questions, identifying and selecting relevant literature, extracting and analysing data, and summarizing common procedures. The findings reveal essential elements such as audience analysis, objectives-setting, message development, communication channel selection, and effectiveness appraisal. This study also highlights the importance of cultural sensitivity, two-way communication, and the integration of technology in developing effective publicity materials. The study concludes with recommendations for future research, including the development of comprehensive models or frameworks that can further enhance the creation of impactful publicity materials in diverse contexts.

Keywords: English for Professional Communication, Publicity Materials Development, Common Procedures, Communication, Media, Public Relations, Marketing

1. Introduction

The development and dissemination of effective publicity materials are central to professional communicators and media creators in public relations, communication, and marketing in this digital and globalized world. These materials, ranging from printed and digital media to audiovisual content and merchandise, are vital tools for conveying messages, shaping public perceptions, and engaging target audiences (Novawan et al., 2024). They are instrumental in building and maintaining relationships with stakeholders, enhancing organizational reputation, and driving consumer behavior. With the rapid development of digital technology and the increasing importance of integrated communication strategies, the role of publicity materials has become even more crucial (Chaffey & Ellis-Chadwick, 2019; Kotler et al., 2021). Effective communication, therefore, necessitates the creation of materials that are persuasive, ethical, and transparent (Botan & Taylor, 2004).

In media and communication studies, publicity materials play a pivotal role in shaping public discourse and societal norms. In marketing, understanding consumer behavior and effectively targeting audiences are paramount. Their impact on audience attitudes and behaviors can be measured and evaluated using a combination of qualitative and quantitative research methods (Berger, 2018). Kotler and Armstrong (2010) emphasize the need for a deep understanding of consumer needs and preferences to create effective promotional materials and advertisements. The shift from traditional print media to digital formats has revolutionized organizational engagement with audiences (Chaffey & Ellis-Chadwick, 2019). Digital marketing allows for real-time interaction and broader reach, making it essential for publicity materials to be adaptable and responsive to changing consumer dynamics.

As the convergence of media channels increasingly blurs the boundaries between different communication platforms, the concept of connected media is especially crucial in measuring the impact of publicity material. This convergence requires a systematic approach to the creation and dissemination of publicity materials, demanding professionals to manage integrated campaigns across various platforms and formats. As Castells (2013) emphasizes, the ability to orchestrate connected communication media effectively is essential for creating impactful campaigns. This integrated approach ensures that messages are consistent, cohesive, and complementary across different media enhancing their overall effectiveness and reach in influencing public discourse and societal norms.

Despite the extensive research and practical applications available, there remains a gap in synthesizing these best practices into a cohesive framework that professionals and academics can universally apply. This need is particularly pertinent in the field of English for Professional Communication, which focuses on equipping students with the skills to effectively use English in various professional contexts. For students majoring in English,

Communication, Public Relations, and other media-related programs, the ability to develop these materials is an essential skill. They are often required to complete final projects or applied research involving the creation and analysis of publicity materials. A structured approach to developing these materials would enhance their learning experience and better prepare them for their future careers.

For professionals in public relations and marketing, crafting materials that effectively convey their messages and resonate with their audiences is a frequent challenge. A set of common practical procedures, drawn from influential sources, would provide guidelines for creating effective publicity materials in various contexts, thereby helping young professionals navigate the complexities of modern communication. The need for such guidelines is reinforced by the increasing complexity of the media landscape. The integration of digital platforms and the rise of social media have transformed how organizations communicate with their audiences. The theory of media synchronicity highlights the importance of creating content and choosing the appropriate media for different communication tasks (Dennis et al., 2008). To identify and synthesize these best practices from the selected references, a systematic literature review (SLR) method is employed. This approach allows for a comprehensive and structured review of existing literature, highlighting key themes, principles, and best practices that can inform the development of effective publicity materials.

2. Method

This study aims to identify and synthesize best practices and common procedures for the development of publicity materials through a systematic literature review (SLR). The SLR approach ensures a thorough and unbiased synthesis of existing research, drawing on a wide range of highly cited references in the fields of public relations, marketing, communication, and media. The methodology consists of several key stages: defining research questions, identifying and selecting relevant literature, data extraction and analysis, and summarizing common procedures.

2.1. Defining research questions

The study is guided by the following research questions:
1. What are the key principles and best practices in the development of publicity materials as identified in the existing literature?
2. What are the common procedures of publicity materials development in the selected references?

2.2. Identifying and selecting relevant literature

This study uses the 77 selected references in Novawan et al. (2024) (Appendix 1). References were selected based on the Google Scholar Index with the criteria of a minimum citation count of 1000, ensuring the inclusion of the most influential sources in public relations, marketing, communication, and media. By synthesizing insights from these highly cited references, this research aims to provide a robust foundation for practical procedures that enhance the development and dissemination of impactful publicity materials.

2.3. Data extraction and analysis

The selected references were organized and classified according to year of publication and theoretical or practical orientation. The reviews of each selected reference centered on identifying key themes, common principles, and procedures related to the development of publicity materials and responded as well to the research questions. In-depth reviews and analysis were carried out to capture relevant information, including study objectives, theoretical underpinnings, methodologies, findings, and recommendations.

2.4. Summarizing common procedures

Based on the data extraction and analysis, the study summarized common procedures and best practices identified across the selected references. These procedures provide a structured approach for the development of effective publicity materials, ensuring they are persuasive, ethical, and transparent. The procedure also provides a set of practical guidelines that can be applied in both academic and professional settings, enhancing the development and dissemination of impactful publicity materials.

3. Selected references

In analyzing the 77 selected references on the development of publicity materials theories and research, a clear temporal pattern emerges, reflecting the evolving nature and focus of the field over several decades (Figure 1). The distribution of these references is notably uneven across different time periods, indicating shifts in research intensity and thematic focus.

During the 1960s, only three highly cited sources were identified, marking the nascent stages of formalizing theories and practices in publicity materials. This foundational period laid the groundwork for future research. By the 1970s, there was a noticeable decline with only one significant publication, suggesting consolidation in the field. The 1980s saw a resurgence with six key publications, likely driven by advancements in marketing and communication technologies. A significant peak marked the 1990s with 19 references, due to the integration of new communication channels and

market globalization. This trend continued until the early 2000s with 16 important references, reflecting adaptation to digital transformation. The 2010s had the highest concentration of research with 26 references, driven by the rise of social media and mobile technologies. Lastly, in the 2020s, there are six references so far, indicating potential stabilization or a shift in research focus due to emerging technologies like artificial intelligence and changing consumer behaviors.
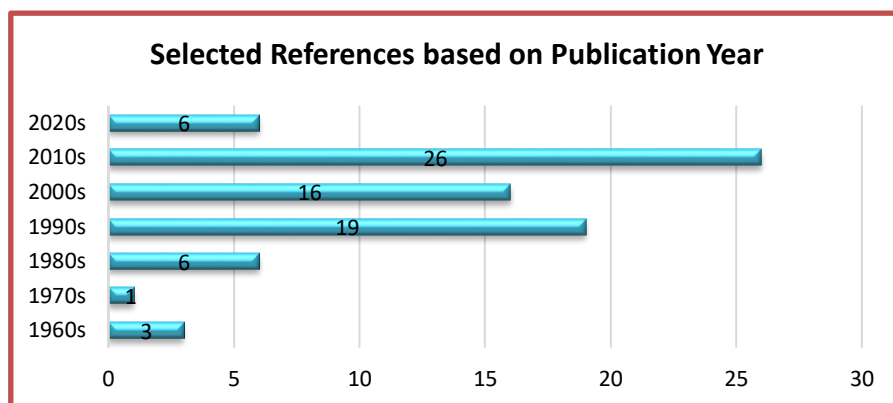

Figure 1. Selected references based on the publication year (Novawan, et. al., 2024)

The statistical overview of these references indicates the dynamic and evolving nature of publicity materials theories and research. Each decade brought new challenges and opportunities, prompting scholars to continuously adapt and expand the theoretical frameworks and practical applications of publicity strategies. As given in Figure 2, the references can be classified into three types based on their focus: theoretical, research, and mixed studies.
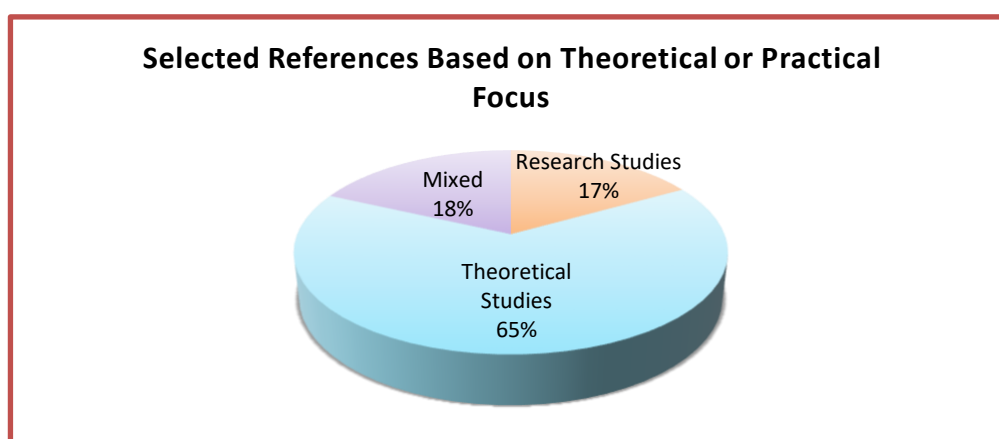

Figure 2. Selected references based on their theoretical and practical focus

3.1. Theoretical Studies

The evolution of marketing theory is extensively reported in excellent works such as Kotler and Armstrong (2010) and McCarthy et al. (1979). These texts lay the groundwork for understanding the marketing mix, emphasizing the pivotal role of the four Ps: product, price, place, and promotion. Borden (1964) further elaborates on these elements, cementing their relevance in marketing strategies. Kotler (2003; 2018) expand on these foundational concepts, adapting them to global and digital contexts. The integration of technology in marketing practices is thoroughly explored in "Marketing 4.0" and "Marketing 5.0", where Kotler et al. (2021) examine the transition from traditional to digital marketing, highlighting the role of technology in enhancing customer engagement and experience. In digital marketing, Chaffey and Ellis-Chadwick (2019) and Bala and Verma (2018) provide comprehensive analyses of digital strategies, tools, and their impact on consumer behavior. These works emphasize the importance of adapting marketing practices to the evolving digital landscape, emphasizing data-driven decision-making and personalized customer interactions.

The theoretical underpinnings of communication are articulated in McQuail's (2010) and Carey and Adam (2008). McQuail's work offers a broad overview of communication theories, focusing on the role of media in society, while Carey and Adam emphasize the cultural dimensions of communication, viewing media as a central component of societal rituals and practices. Meanwhile, Castells (2013) introduces a more contemporary perspective, examining the interplay between communication networks and power structures. This work highlights the transformative impact of digital technologies on communication practices and the resulting shifts in power dynamics within society. Tangentially, media's role in shaping modernity is critically analyzed in Thompson (1995), which explores the sociological implications of media on individual and collective identities. Similarly, Hartley (2012) and Jensen (2002) provide essential theoretical frameworks for understanding media's role in cultural and communication studies.

Public relations (PR) theory and practice are comprehensively addressed in Cutlip (1962) and Grunig (2013). Cutlip's work lays the foundational principles of PR, emphasizing strategic communication and relationship management. Grunig's models of PR further refine these concepts, introducing the notion of two-way symmetrical communication as a standard for effective PR practices. Alternatively, the strategic dimensions of PR are explored in Wilcox et al. (2015), which provides practical insights into the implementation of PR campaigns. Kent and Taylor (2002) introduce the dialogic approach, advocating for interactive and reciprocal communication between organizations and their publics. Jefkins (1992) and Botan and Taylor (2004) offer critical

examinations of PR's role and evolution, highlighting the profession's ethical considerations and the need for continual adaptation to changing media landscapes.

Interdisciplinary approaches to marketing, communication, and PR are exemplified in works such as Strauss and Frost (2014), which bridges marketing and digital communication strategies, and Yates and Orlikowski (1992), which applies a structurational approach to media and communication studies within organizational contexts. Firat et al. (1995) introduce a critical perspective on marketing, challenging traditional paradigms and advocating for more flexible, consumer-centric approaches. Similarly, Lull (2000) and Livingstone (2004) underscore the need for media literacy in navigating the complexities of modern communication environments.

3.2. Research Studies

The field of marketing and communication research is vast and multifaceted, incorporating a range of methodologies, theoretical frameworks, and practical applications. The reviewed studies span topics such as marketing research, qualitative methods, regulatory focus theory, health promotion, social media, public relations, and crisis communication.

Malhotra et al. (2020) provide a comprehensive overview of marketing research methodologies. This work is essential for its exhaustive coverage of both qualitative and quantitative methods, offering practical insights for conducting rigorous marketing research. Their contribution is foundational, guiding practitioners and scholars in designing and implementing effective research strategies. Daymon et al. (2010) focus specifically on qualitative research methods in public relations and marketing communications. Their work emphasizes the importance of understanding the context and deeper meanings behind consumer behavior and communication strategies. This book is particularly valuable for its detailed exploration of qualitative techniques, such as interviews and ethnography, which are crucial for uncovering insights in marketing and PR.

Higgins (1998) introduces the regulatory focus theory in his seminal work. This theoretical framework differentiates between promotion-focused and prevention-focused motivations, offering a profound understanding of how individuals pursue goals and make decisions. The application of this theory extends beyond marketing, influencing fields such as psychology and organizational behavior. Nutbeam and Kickbusch (1998) contribute to the field of health promotion. This work provides clear definitions and conceptual clarity, which are essential for researchers and practitioners in health communication. Their glossary has become a standard reference, supporting the development of effective health promotion strategies and policies.

Hon and Grunig (1999) offer guidelines for measuring relationships in public relations, a critical aspect of evaluating the effectiveness of PR campaigns. Their work provides practical tools and metrics for assessing relationship quality, contributing to the accountability and strategic planning in public relations practice. Smith (2020) delivers a robust framework for developing and implementing PR strategies, integrating various elements of strategic communication, from research and planning to execution and evaluation. This work is indispensable for PR professionals seeking to enhance their strategic capabilities and achieve organizational objectives.

Exploring the evolving landscape of social media, Carr and Hayes (2015) provide a comprehensive definition and categorization of social media, examining its implications for communication theory and practice. This study is pivotal in understanding the transformative impact of social media on consumer behavior and marketing strategies. Meanwhile, Schivinski and Dabrowski (2016) investigate the effects of social media communication on consumer perceptions of brands. Their findings highlight the significant influence of social media interactions on brand image and consumer attitudes. This research underscores the importance of strategic social media engagement for brand management. Schultz et al. (2011) examine crisis communication across different media channels. Their study reveals how the medium of communication affects public perception and response during a crisis. This work is crucial for organizations in planning and executing effective crisis communication strategies across various platforms. Lastly, Stieglitz and Dang-Xuan (2013) develop a social media analytics framework for political communication in their study. Their framework facilitates the analysis of social media data, providing insights into public opinion and political discourse. This research is particularly relevant in the context of increasing political engagement and activism on social media platforms.

Blattberg et al. (1995) investigate the mechanics of promotional strategies. Their research offers a detailed analysis of the effectiveness of various promotional tactics, contributing to the development of more targeted and efficient marketing strategies. Liberman et al. (1999) further extend the regulatory focus theory in their study on promotion and prevention choices. Their work examines the impact of regulatory focus on decision-making processes, providing deeper insights into consumer behavior and marketing strategy development. MacInnis (2011) presents a framework for conceptual contributions in marketing, emphasizing the importance of theory-building and conceptual clarity. His framework serves as a guide for researchers aiming to make significant theoretical contributions to the field of marketing.

3.3. Mixed (Research and Theoretical)

Kotler's contributions to marketing are foundational and far-reaching, as evidenced by his multiple works in this review. Kotler (2002) investigates place marketing, emphasizing how cities, regions, and countries can attract tourists, residents, and investors. This work is significant for its comprehensive approach to understanding and promoting geographical locations, blending economic, social, and environmental perspectives. Kotler's emphasis on strategic planning and competitive positioning is particularly valuable for policymakers and marketers aiming to enhance a place's appeal. Kotler et al. (2015) provide an updated and extensive overview of marketing principles and practices. This textbook is crucial for its integration of contemporary issues such as digital marketing and consumer behavior in a global context. It serves as an essential resource for students and practitioners, offering insights into both foundational theories and modern applications.

Levitt (1986) complements Kotler's work by emphasizing creativity and innovation in marketing. Levitt's notion that companies should not just sell products but fulfill customer needs and wants is a pivotal idea that has influenced modern marketing strategies. His argument for a customer-centric approach underscores the importance of understanding market dynamics and consumer behavior to drive business success. On the other hand, Achrol and Kotler (1999) explore the implications of the digital age on marketing practices. Their discussion on the network economy highlights how interconnectedness and technological advancements have transformed traditional marketing paradigms. Moorman and Rust (1999) further elaborate on the evolving function of marketing within organizations. They argue that marketing should not only focus on external customer relationships but also play a strategic role in guiding organizational direction. This perspective is crucial for modern businesses, where marketing is increasingly seen as integral to overall corporate strategy rather than a mere peripheral function.

In health promotion, Green and Kreuter (1991) stands out for its educational and environmental approach. Their framework emphasizes the importance of planning in health promotion, incorporating both individual and community-level interventions. This work is foundational for health educators and public health professionals, providing a systematic approach to designing, implementing, and evaluating health promotion programs. Pender et al. (2006) extend this discussion to the nursing field, emphasizing the role of nurses in promoting health and preventing disease. Their health promotion model integrates biological, psychological, and socio-cultural factors, offering a holistic approach to patient care. This book is essential for nursing practitioners and educators, highlighting the importance of proactive health management. Along the same vein,

Nutbeam (1998) addresses the challenges and solutions in assessing health promotion initiatives. His work is critical for its focus on evaluation methodologies, providing insights into assessing the effectiveness and impact of health promotion efforts. This is particularly relevant in an era where accountability and evidence-based practice are paramount in public health. Berkman (1995) explores the impact of social networks and relationships on health outcomes. This article is significant for its interdisciplinary approach, integrating sociological and psychological perspectives to better understand how social interactions influence health behaviors and well-being.

Rogers (1986) provides a comprehensive analysis of how communication technologies influence society. His diffusion of innovations theory, which explains how new ideas and technologies spread, is particularly influential in understanding the adoption and impact of communication technologies. Dennis et al. (2008) offers a theoretical framework for understanding how different media types affect communication processes. Their theory of media synchronicity, which posits that different tasks require different levels of synchronicity, is valuable for designing effective communication systems and strategies. McChesney (2016; 2004) critique the state of media and communication politics in the United States, argueing that media consolidation and commercialization have undermined democratic processes by prioritizing profit over public interest. His analysis is essential for understanding the political economy of media and the implications for democracy and public discourse. Hallahan (1999) explores how different framing techniques influence public relations and communication. His identification of seven distinct models of framing provides a valuable toolkit for public relations professionals to shape and manage public perception. This work is crucial for its practical implications, offering strategies to effectively frame messages and narratives in various contexts.

4. Key principles and best practices

While there is significant overlap in the procedures for developing publicity materials, the emphasis and specific steps can vary considerably. Common elements include audience analysis, objectives-setting, message development, communication channels selection, and effectiveness appraisal. However, differences arise in the emphasis on cultural sensitivity, two-way communication, technology integration, and utilization of framing and narrative techniques. Understanding these variations allows practitioners to select and adapt procedures that best fit their specific needs and contexts, enhancing the effectiveness of their publicity efforts.

4.1. Common procedures

1. *Audience Analysis and Needs Assessment*

A thorough understanding of the target audience is fundamental in the development of effective publicity materials. This initial step informs the entire communication strategy, ensuring that messages resonate with the intended audience. McKenzie, Neiger, and Thackeray (2022) start with a needs assessment to identify the specific requirements and preferences of the audience. This approach ensures that the developed materials are tailored to address those needs directly. Kotler et al. (2018) and McQuail (2010) also emphasize understanding the target audience. They advocate for demographic, psychographic, and behavioral analyses to create a comprehensive profile of the audience. This includes gathering information on age, gender, income, interests, and media consumption habits, which helps in crafting messages that are more likely to engage and persuade. Grunig and Grunig (2013), Jefkins (1992), and Cutlip (1962) further highlight the importance of audience analysis. They suggest employing both qualitative and quantitative research methods, such as surveys, focus groups, and interviews, to gain deeper insights into audience attitudes, beliefs, and behaviors. This data-driven approach allows communicators to anticipate audience reactions and tailor their messages accordingly.

2. *Objectives-Setting*

Setting clear objectives is a universally acknowledged step in the development of publicity materials. Objectives serve as a roadmap, guiding the creation and dissemination of messages. McKenzie et al. (2022), Kotler et al. (2018), Malhotra, Nunan, and Birks (2020), and Wilcox et al. (2015) all highlight the importance of defining what the publicity materials aim to achieve. Objectives should be specific, measurable, achievable, relevant, and time-bound (SMART). For instance, objectives might include increasing brand awareness by a certain percentage within a specific timeframe, generating a specific number of leads, or improving public perception on a particular issue. Clear objectives ensure that all team members are aligned and can focus their efforts on achieving the desired outcomes. Furthermore, setting objectives helps in evaluating the effectiveness of the publicity materials. By comparing the actual outcomes with the predefined objectives, communicators can assess whether their strategies are successful and make necessary adjustments.

3. *Message Development*

Crafting key messages is another commonality among effective publicity materials development frameworks. Messages should be clear, concise, and compelling, tailored to the audience's needs and preferences. McKenzie et al. (2022) and Kotler et al. (2018)

discuss developing core messages that align with the overall objectives and resonate with the target audience. Higgins (1998) emphasizes aligning messages with the target audience's regulatory focus, which refers to their motivational orientation towards achieving gains or avoiding losses. This psychological insight can enhance the persuasiveness of the messages by framing them in a way that aligns with the audience's natural inclinations. Botan and Taylor (2004) and Hon and Grunig (1999) also include message development as a critical step, ensuring that the content is relevant, persuasive, and ethically sound. They advocate for using clear language, emotional appeal, and credible evidence to strengthen the message and make it more impactful.

4. *Communication Channels Selection*

Selecting appropriate communication channels is crucial for effective message delivery. The choice of channels depends on where the target audience is most likely to be reached effectively. McKenzie et al. (2022), Kotler et al. (2018), Malhotra et al. (2020), and Wilcox et al. (2015) all include this step in their frameworks. The proliferation of digital channels, such as social media, email, and websites, has expanded the options available for reaching audiences. These channels offer advantages like real-time interaction, broader reach, and targeted messaging. Traditional channels, such as print media, television, and radio, still hold value, especially for reaching certain demographics or achieving specific communication goals. A strategic mix of channels, tailored to the audience's media consumption habits, enhances the effectiveness of publicity materials. This integrated approach ensures that messages are disseminated widely and consistently across different platforms.

5. *Implementation and Evaluation*

Implementing the plan and evaluating its effectiveness is a standard practice across most frameworks. McKenzie et al. (2022), Smith (2020), and Wilcox et al. (2015) emphasize the need to monitor and measure the impact of publicity materials, allowing for adjustments and improvements based on feedback and performance data. Implementation involves executing the communication strategy according to the plan, ensuring that messages are delivered through the selected channels and at the appropriate times. Effective implementation requires coordination and management of resources, timelines, and activities. Evaluation is critical for assessing the success of the publicity efforts. Metrics such as reach, engagement, conversion rates, and audience feedback provide valuable insights into the effectiveness of the materials. This data-driven approach enables communicators to refine their strategies, enhance their messages, and improve future campaigns.

4.2. Other essential principles

1. Cultural Sensitivity and Ethical Considerations

Cultural sensitivity and ethical considerations are essential components of effective publicity materials. Kotler et al. (2018) and Carey and Adam (2008) emphasize integrating these elements to ensure that messages are respectful and appropriate for diverse audiences. Cultural sensitivity involves understanding and respecting the cultural norms, values, and beliefs of the target audience. This requires conducting thorough cultural analyses and adapting messages to align with the cultural context. Symbolic representation and language use should be carefully considered to avoid misinterpretation or offense. Ethical considerations involve ensuring that the publicity materials are honest, transparent, and fair. Communicators should adhere to ethical standards, such as avoiding false claims, respecting privacy, and being accountable for their messages. This fosters trust and credibility with the audience, which is crucial for long-term success.

2. Two-Way Communication and Engagement

Grunig and Grunig (2013) and Kent and Taylor (2002) advocate for two-way communication and dialogue, which contrasts with traditional, one-way communication models. Their approach encourages interaction and engagement with the audience, fostering mutual understanding and trust. Two-way communication involves creating opportunities for the audience to provide feedback, ask questions, and participate in discussions. This can be facilitated through interactive platforms, social media, events, and surveys. Engaging with the audience in this manner helps build relationships and ensures that the communication efforts are more responsive and relevant. Hon and Grunig (1999) support this dialogic approach, emphasizing the importance of measuring and evaluating relationships to adjust strategies accordingly. This continuous feedback loop enhances the effectiveness of publicity materials and strengthens the connection with the audience.

3. Use of Technology and Media Integration

The use of technology and media integration is crucial in modern publicity materials development. Strauss and Frost (2014) and Castells (2013) highlight the importance of leveraging digital channels, SEO, email marketing campaigns, and social media to engage stakeholders and evaluate impact. Technology enables more precise targeting, real-time analytics, and interactive content, which enhance audience engagement and measure the effectiveness of publicity efforts. Media integration involves coordinating messages across various platforms to ensure consistency and reinforce the overall communication strategy. Recognizing the power dynamics inherent

in media usage, Castells (2013) discusses how technology can democratize communication by providing broader access and participation. This shift necessitates that communicators stay abreast of technological advancements and adapt their strategies accordingly.

4. *Framing and Narrative Techniques*

Hallahan (1999) introduces the concept of framing, which involves defining the objective, developing the core message, choosing the frame, crafting the content, and selecting the medium. This structured use of framing theory shapes how messages are perceived and enhances their impact. Framing involves presenting information in a way that influences the audience's interpretation and response. This technique can highlight certain aspects of a message, create a specific context, or evoke particular emotions. Effective framing requires a deep understanding of the audience and the strategic use of language and visuals. Carey and Adam (2008) emphasize narrative and storytelling, recognizing the power of stories to convey complex messages and engage audiences emotionally. Stories create a connection with the audience, making the message more relatable and memorable. Incorporating narrative techniques into publicity materials can enhance their effectiveness and foster a stronger emotional bond with the audience.

5. Limitations and future directions

5.1. Study Limitations

This study acknowledges several limitations. First, the reliance on a systematic literature review (SLR) means that findings are contingent on the available literature and may overlook emerging trends or practices not yet documented in scholarly articles. Additionally, the selection criteria for the literature may introduce biases, as only high-cited references were included, potentially limiting the diversity of perspectives on the development of publicity materials. Furthermore, the contextual focus on English for Professional Communication may not fully encompass relevance to different cultural or regional practices, which could affect the applicability of the proposed procedure across varied settings. Finally, the study did not evaluate the effectiveness of the proposed procedures in real-world applications, which is crucial for determining its practicality and impact. Future research should explore empirical testing of the procedure in various professional environments to assess its applicability and adaptability.

5.2. Future Directions

Future research could expand on this study by exploring the integration of new digital tools and technologies into the development of publicity materials. As media

convergence continues to evolve, understanding how emerging platforms influence audience engagement and content creation will be essential. Additionally, comparative studies could examine how different industries apply the identified procedures, allowing for the identification of sector-specific adaptations or enhancements.

For future directions, the development of comprehensive models or frameworks for publicity materials development is recommended. These models could incorporate the synthesized best practices identified in this study and offer structured guidelines that are adaptable to various contexts and industries. Such models would not only provide a practical toolkit for professionals but also contribute to advancing the theoretical understanding of publicity materials development in the field of English for Professional Communication.

6. Conclusion

This study has successfully identified and synthesized global best practices and common procedures for the development of publicity materials through a systematic literature review of highly cited international references. The analysis reveals critical elements such as audience analysis, objectives-setting, message development, communication channels selection, and effectiveness appraisal as fundamental to creating effective publicity materials. The study also emphasises the importance of cultural sensitivity, ethical considerations, two-way communication, and the integration of technology in developing persuasive and impactful materials. By incorporating diverse international perspectives and practices, the study highlights how these elements can be universally applied to enhance the reach and impact of publicity efforts across different cultural and geopolitical contexts.

Despite the valuable insights gained, the study has several limitations. The reliance on an SLR means that emerging trends or practices not yet documented in scholarly articles may have been overlooked. The selection criteria of high-cited references might have limited the diversity of perspectives. Additionally, the focus on English for Professional Communication may not fully capture nuances relevant to different cultural or regional practices, affecting the applicability of the identified procedures across varied settings. The study did not evaluate the effectiveness of the proposed procedures in real-world applications, which is crucial for determining their practicality and impact.

Future research should explore the integration of new digital tools and technologies into the development of publicity materials, understanding how emerging platforms influence audience engagement and content creation. Comparative studies could examine how different industries apply the identified procedures, allowing for sector-specific adaptations or enhancements. Longitudinal studies assessing the long-term effectiveness

of publicity materials developed using these best practices would provide valuable insights into their sustainability and adaptability. Cross-cultural studies would help understand how cultural factors influence the development and reception of publicity materials in diverse contexts.

The development of comprehensive models or frameworks for publicity materials development is recommended. These models could incorporate the synthesized best practices identified in this study, offering structured guidelines adaptable to various contexts and industries. Such models would not only provide a practical toolkit for professionals but also contribute to advancing the theoretical understanding of publicity materials development in the field of English for Professional Communication.

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Appendix 1
77 Selected References based on Novawan et. al., 2024

No	References	Citation	Keyword Search
1	Strauss, J., & Frost, R. (2014). *E-marketing*. Pearson.	91243	Marketing
2	Kotler, P., & Armstrong, G. (2010). *Principles of marketing*. Pearson education.	51843	Marketing
3	McQuail, D. (2010). *McQuail's mass communication theory*. Sage publications.	14826	Media and Communication
4	Kotler, P., Burton, S., Deans, K., Brown, L., & Armstrong, G. (2015). *Marketing*. Pearson Higher Education AU.	12532	Marketing
5	Castells, M. (2013). *Communication power*. Oxford University Press, USA.	10486	Media and Communication
6	Carey, J. W., & Adam, G. S. (2008). *Communication as culture, revised edition: Essays on media and society*. Routledge.	9235	Media and Communication
7	Malhotra, N. K., Nunan, D., & Birks, D. F. (2020). *Marketing research*. Pearson UK.	9090	Marketing
8	Pender, N. J., Murdaugh, C. L., & Parsons, M. A. (2006). Health promotion in nursing practice.	7718	Promotion
9	Thompson, J. B. (1995). *The media and modernity: A social theory of the media*. Stanford University Press.	7653	Media and Communication
10	Cutlip, S. M. (1962). *Effective public relations*. Pearson Education India.	7125	Public Relations
11	McCarthy, E. J., Shapiro, S. J., & Perreault, W. D. (1979). *Basic marketing* (pp. 29-33). Ontario: Irwin-Dorsey.	7040	Marketing
12	Kotler, P. (2002). *Marketing places*. Simon and Schuster.	5818	Marketing
13	Green, L. W., & Kreuter, M. W. (1991). Health promotion planning: an educational and environmental approach.	5611	Promotion
14	US Preventive Services Task Force, United States. Office of Disease Prevention, & Health Promotion. (1996). Guide to clinical preventive services: report of the US Preventive Services Task Force. US Department of Health and Human Services, Office of Public Health and Science, Office of Disease Prevention and Health Promotion.	5205	Promotion
15	Higgins, E. T. (1998). Promotion and prevention: Regulatory focus as a motivational principle. In Advances in experimental social psychology (Vol. 30, pp. 1-46). Academic Press.	5062	Promotion
16	McChesney, R. W. (2016). *Rich media, poor democracy: Communication politics in dubious times*. New Press, The.	4010	Media and Communication
17	Armstrong, G. (2009). *Marketing: an introduction*. Pearson education.	3765	Marketing
18	Rossiter, J. R., & Percy, L. (1987). *Advertising and promotion management*. McGraw-Hill Book Company.	3673	Promotion

19	Borden, N. H. (1964). The concept of the marketing mix. *Journal of advertising research*, *4*(2), 2-7.	3470	Marketing
20	Grunig, J. E., & Grunig, L. A. (2013). Models of public relations and communication. *Excellence in public relations and communication management*, 285-325.	3457	Public Relations
21	Grunig, J. E. (2013). *Excellence in public relations and communication management*. Routledge.	3457	Public Relations
22	Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing*. Pearson UK.	3453	Marketing
23	Daymon, C., & Holloway, I. (2010). *Qualitative research methods in public relations and marketing communications*. Routledge.	3159	Public Relations
24	Rogers, E. M. (1986). *Communication technology*. Simon and Schuster.]	2997	Media and Communication
25	Nutbeam, D., & Kickbusch, I. (1998). Health promotion glossary. *Health promotion international*, *13*(4), 349-364.	2785	Promotion
26	Levitt, T. (1986). *Marketing Imagination: New*. Simon and Schuster.	2654	Marketing
27	Rafaeli, S. (1988). From new media to communication. *Sage annual review of communication research: Advancing communication science*, *16*(1), 110-134.	2590	Media and Communication
28	Doyle, P., & Stern, P. (2006). *Marketing management and strategy*. Pearson Education.	2554	Marketing
29	Achrol, R. S., & Kotler, P. (1999). Marketing in the network economy. *Journal of marketing*, *63*(4_suppl1), 146-163.	2520	Marketing
30	Wilcox, D. L., Cameron, G. T., & Reber, B. H. (2015). *Public relations: Strategies and tactics*. Pearson.	2468	Public Relations
31	Armstrong, G., Adam, S., Denize, S., & Kotler, P. (2014). *Principles of marketing*. Pearson Australia.	2383	Marketing
32	Yates, J., & Orlikowski, W. J. (1992). Genres of organizational communication: A structurational approach to studying communication and media. *Academy of management review*, *17*(2), 299-326.	2360	Media and Communication
33	Shimp, T. A. (2000). Advertising promotion. *Supplemental Aspects of Integrated*, *4*, 245-273.	2315	Promotion
34	Hon, L. C., & Grunig, J. E. (1999). Guidelines for measuring relationships in public relations.	2305	Public Relations
35	Berkman, L. F. (1995). The role of social relations in health promotion. *Psychosomatic medicine*, *57*(3), 245-254.	2261	Promotion
36	Berger, A. A. (2018). *Media and communication research methods: An introduction to qualitative and quantitative approaches*. Sage Publications.	2145	Media and Communication
37	Jefkins, F. (1992). What is Public Relations?. In *Public Relations for Marketing Management* (pp. 1-11). London: Palgrave Macmillan UK.	2141	Public Relations

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39	Kent, M. L., & Taylor, M. (2002). Toward a dialogic theory of public relations. *Public relations review*, *28*(1), 21-37.	2082	Public Relations
40	Kotler, P. (2012). *Kotler on marketing*. Simon and Schuster.	2031	Marketing
41	Dennis, A. R., Fuller, R. M., & Valacich, J. S. (2008). Media, tasks, and communication processes: A theory of media synchronicity. *MIS quarterly*, 575-600.	2024	Media and Communication
42	Flew, T. (2007). New media: An introduction. *Victoria: Oxford University Press*.	1766	Media and Communication
43	Pride, W. M., & Ferrell, O. C. (2004). *Marketing: concepts & strategies*. Dreamtech Press.	1747	Marketing
44	Lull, J. (2000). *Media, communication, culture: A global approach*. Columbia University Press.	1742	Media and Communication
45	Ferrell, O. C., Hartline, M., Hochstein, B. W., & Boivin, M. (2023). *Marketing strategy*. Cengage Canada.	1733	Marketing
46	McChesney, R. D. (2004). *The problem of the media: US communication politics in the twenty-first century*. NYU Press.	1719	Media and Communication
47	Livingstone, S. (2004). Media literacy and the challenge of new information and communication technologies. *The communication review*, *7*(1), 3-14.	1706	Media and Communication
48	Hallahan, K. (1999). Seven models of framing: Implications for public relations. *Journal of public relations research*, *11*(3), 205-242.	1692	Public Relations
49	Kotler, P. (2003). *Marketing insights from A to Z: 80 concepts every manager needs to know*. John Wiley & Sons.	1600	Marketing
50	Schivinski, B., & Dabrowski, D. (2016). The effect of social media communication on consumer perceptions of brands. *Journal of Marketing Communications*, *22*(2), 189-214.	1579	Media and Communication
51	Seitel, F. P. (2017). *The practice of public relations*. Pearson.	1526	Public Relations
52	Smith, R. D. (2020). *Strategic planning for public relations*. Routledge.	1484	Public Relations
53	Kotler, P., Keller, K. L., Ang, S. H., Tan, C. T., & Leong, S. M. (2018). *Marketing management: an Asian perspective*. London: Pearson.	1435	Marketing
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