



## PUBLIC RELATIONS

### Level 5 Diploma

#### UNIT 5 – SYNOPSIS

#### **Thailand Imposes State of Emergency Over Unrest**

The Thai government has imposed a 60-day state of emergency in the capital, Bangkok, and the surrounding provinces, from Wednesday, to cope with unrest.

The decree gives the government wide-ranging powers to deal with disorder.

Anti-government protesters have been blocking parts of the capital to try to force Prime Minister, Yingluck Shinawatra, to resign.

They accuse the government of being run by exiled former leader Thaksin Shinawatra, the brother of the current prime minister.

Ms Yingluck has refused to resign and has called an election on 2 February to pacify the protesters. The state of emergency was announced after a cabinet meeting on Tuesday and comes after a spate of attacks with explosives and firearms on the anti-government protesters blockading central Bangkok for which the government and the protesters blame each other.

On Sunday, 28 people were injured when grenades were thrown at one of several protest sites set up at major road sections in the city.

"The cabinet decided to invoke the emergency decree to take care of the situation and to enforce the law," Deputy Prime Minister, Surapong Tovichakchaikul, said.

The emergency decree gives the government power to censor the media, ban public gatherings and detain suspects without charge.

It also allows for curfews and for parts of Bangkok to be declared off-limits.

The Thai government has been contemplating a state of emergency for weeks, but in practice it is not clear how many of those powers it will be able to use, says the BBC's Jonathan Head in Bangkok.

Emergency rule is supposed to be administered by the police and the army, but the police have until now been told to avoid any confrontation with the protesters, and military commanders have made it clear they do not want to be drawn into the increasingly bitter conflict between the government and its opponents, our correspondent says.

Ms Yingluck said the police, not the military, would mainly be used to maintain control under the decree.

"We will use peaceful negotiations with the protesters in line with international standards... We have told the police to stick with international standards, to be patient with the protesters," she told reporters.

Labour Minister Chalerm Yubamrung, who will oversee the decree's implementation, said Thailand would abide by international standards.

*Adapted from: BBC, 2014. 'Thailand Imposes State of Emergency Over Unrest'. [online] Available at: <[www.bbc.co.uk](http://www.bbc.co.uk)>.*

You **must answer** Section A and **two questions** from Section B

### Section A

#### Question 1

Explain what the Thai Government and private businesses should do to help the Thai economy recover as quickly as possible. Be sure to consider both government policy and PR/marketing strategies. (50 marks)

### Section B

#### Question 2

'There is no need to have both a customer service department and a public relations department in any business. One of the two can manage both roles.' Discuss this statement and use examples to justify whether you agree with it. (25 marks)

#### Question 3

Discuss legal recourse, if any, to the Thai government by aggrieved businesses who have lost significant income due to the imposition of curfews in certain parts of Bangkok. (25 marks)

#### Question 4

Analyse the ways in which the Thai government given the scenario above can use public relationship management tools to ensure that the public feels safe in Bangkok and the surrounding provinces in this time of unrest. (25 marks)