

MIMC PART 2

PAPER-9: Public Relation

LESSON DEVELOPER

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Introduction:

1.1. ROLE & MEANING OF PUBLIC RELATIONS

Public Relations PR is the business, organizational, philanthropic, or social function of managing communication between an organization and its audiences. There are many goals to be achieved by the practice of public relations, including education, correcting a mistruth, or building or improving an image.

The term Public Relations was first coined by the US President Thomas Jefferson. He used the term during his address to Congress in 1807.

One of the earliest definitions of PR was coined by Edward Bernays. According to him, "Public Relations is a management function which tabulates public attitudes, defines the policies, procedures and interest of an organization followed by executing a program of action to earn public understanding and acceptance."

According to two American PR professionals Scott M. Cutlip and Allen H. Center, "PR is a planned effort to influence opinion through good character and responsible performance based upon mutual satisfactory two-way communication".

Public relation is the art and science of managing communication between an organization and its key constituents to build, manage, and sustain its positive reputation.

Public relations is the process of aligning the perceptions of targeted audiences or publics with the current realities and reasonable prospects of another entity

Public relation is about building public relationships.

Public relations is the strategic art and science of connecting your story to the audiences that matter most, i.e.: key constituents, target audiences, thought leaders, and decision makers.

Public relations is business advocacy among all publics.

1.2 PUBLIC RELATIONS INVOLVE:

1. Evaluation of public attitudes and opinions.
2. Formulation and implementation of an organization's procedures and policy regarding communication with its publics.
3. Coordination of communications programs.
4. Developing rapport and good-will through a two way communication process.

5. Fostering a positive relationship between an organization and its public constituents.

1.3 DEFINITION

- Edward L. Bernays: 'Public Relations is the attempt by information, persuasion and adjustment to engineer public support for an activity, cause, movement or institutions.'
- John W. Hill: 'The management function which gives the same organized and careful attention to the asset of goodwill as given to any other major asset of business.'
- The International Public Relations Associations IPRA: 'Public Relations is a management function of a continuing and planned character, through which public and private organizations seek to win and retain the understanding, sympathy and support of those with whom they are-or may be- concerned by evaluating public opinion about themselves, in order to correlate, as far as possible their own policies and procedures, to achieve by planned and widespread information more productive cooperation and more efficient fulfilment of this common interest.'
- The management activity responsible for the creation of favourable attitudes among key audiences.
- An 'exercise in diplomacy' putting the facts and viewpoints of the client to whatever 'jury' is appropriate-government, the buying public, share holders, a committee of inquiry, Members of Parliament or whatever.
- Something that embraces all the activities that build good relations with audiences attempting to change negative or incorrect opinions and reinforce positive or correct ones. In other words, projecting a 'good feeling' for an organization and turning the negative into the positive.

1.4 NATURE AND SCOPE OF PUBLIC RELATION

Nature

In any kind of human activity may it be in industry, commerce, education, health, local government or social service, they need to understand and use public relations and communication. Public relations involve two-way communication between an organization and its public. It requires listening to the constituencies on which an organization depends as well as analyzing and understanding the attitudes and behaviours of those audiences. Only then can an organization undertake an effective public relations campaign.

Public relations should be seen as a management function in any organization. An effective communication, or public relations, plan for an organization is developed to communicate to an audience (whether internal or external publics)

in such a way the message coincides with organizational goals and seeks to benefit mutual interests whenever possible.

Form of communication that is primarily directed to image building and that tends to deal with issues rather than specifically with products or services.

Public relations uses publicity that does not necessitate payment in a wide variety of media and is often placed as news or items of public interest.

It provides relevant information on planning technical and organizational developments, inventions and their potential utilization, etc.

The aim of public relations by a company often is to persuade the public, investors, partners, employees, and other stakeholders to maintain a certain point of view about it, its leadership, products, or of political decisions. Common activities include speaking at conferences, winning industry awards, working with the press, and employee communication

Scope

Public Relations is the profession of relationship building between people and or organizations and audiences that have an interest. The primary role of a public relations professional is to foster relationships with key audiences.

Specifically:

- PR practitioners are activists seeking to engage, enlighten, and energize an organization's many stakeholders.
- PR professionals advocate not just for their organizations but also for their organization's constituents and stakeholders, which adds the important role of presenting the stakeholders interests and views to management.
- PR practitioners are strategic content developers and storytellers, helping their organizations formulate key messages that are resonant with the corporate culture and nature of the organization.
- PR practitioners build mutual trust by encouraging transparency and integrity throughout the organization.
- PR practitioners counsel, actively advising and guiding organizations in honestly communicating and behaving in the best interests of society and constituents such as customers, employees, shareholders, and the communities in which they operate.
- PR professionals enable and connect, helping organizations stay grounded, stay human, and stay sensitive to the needs and desires of their communities.

In essence, the role of today's public relations practitioner is akin to being the conscience of the organization, being ever vigilant to ensuring that the organization is "doing the right thing."

1.5 ROLE OF PUBLIC RELATIONS IN THE FIELD OF JOURNALISM

The relationship between journalism and public relations has been described as tumultuous. Hitchcock (2012) says there is a shifting dynamic between the two and has found that journalists are starting to become more and more reliant on public relations '(PR)', while Jackson (2009) says that up to 80% of media content has come from a public relations source. In this instance, Evans (2010) says, "it is time to admit that the two disciplines of journalism and PR are two sides of the same coin and that there is now complete freedom of movement between them"

Because of this, little time is left for journalists to investigate stories independently. (Lewis et. al 2008) found that up to 60% of stories coming from either articles or broadcast news contained elements of 'pre packaging'. This can be described as a press release being regurgitated by a journalist into a news story, with very few facts missing. Callard (2011) further describes the symbiotic relationship that is evident between PR and journalism. These two professions interact with each other daily for the production of news. PR practitioners provide journalists with a suggested story and information shaped in the way they would like it to be publicized in a specific media channel. Moreover, journalists then request information and sources from PR practitioners that may aid them in developing a story for the public. Although this seems both parties mutually benefit from each other's presence, it doesn't come without its controversies. Issues with credibility of both PR practitioners and journalists are said to always exist. Journalists should only post stories of interest to the audience, while PR practitioners should use media relations to get print or broadcast coverage without interference from the owners of the publication. (Tench, 2009) agrees with this by saying that these current priorities of confliction

Naturally, the relationship between journalism and public relations is more complex. Most journalists respect what public relations professionals do, and vice versa, while their tools evolve and overlap around popular message arenas. For example, an experienced PR professional can build a solid relationship with an experienced journalist. When news about a PR client emerges, this relationship helps achieve earned media coverage in select sources. The connections between journalists and PR professionals can also help counteract ultra-speedy and sometimes false "news" that circulates across social media, as explored in an article from The New Yorker.

1.6 EXAMPLES OF PUBLIC RELATIONS:

- a. Corporations use marketing public relations (MPR) to convey information about the products they manufacture or services they provide to potential customers to support their direct sales efforts. Typically, they support sales in the short and

long term, establishing and burnishing the corporation's branding for a strong, ongoing market.

- b. Corporations also use public-relations as a vehicle to reach legislators and other politicians, seeking favourable tax, regulatory, and other treatment, and they may use public relations to portray themselves as enlightened employers, in support of human-resources recruiting programs.
- c. Non-profit organizations, including schools and universities, hospitals, and human and social service agencies, use public relations in support of awareness programs, fund-raising programs, staff recruiting, and to increase patronage of their services.
- d. Politicians use public relations to attract votes and raise money, and, when successful at the ballot box, to promote and defend their service in office, with an eye to the next election or, at career's end, to their legacy.

1.7 SUGGESTED READINGS

1. Mehta D.S. Handbook of Public Relation in India Allied Publishers Pvt. Ltd. Bombay 1983
2. Balan K.R. Public Relation, S. Chand and Co. New Delhi 1990