

Public Relations
(BAJMC-204)
Unit – 1
Concept and Evolution of Public Relations
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Public Relations


Public Relations is a strategic communication process companies, individuals and organizational relationships with the publics. A PR specialist drafts a specialized communication plan and uses media and other direct and indirect mediums to create and maintain a positive brand image and a strong relationship with the target audience.



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Public Relations

Two way communication process between an organization and its public Communication with a view to changing the mindsets of the public in a Certain direction.



PUBLIC RELATIONS

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Public Relations

Public Relations:

- Anticipating, analyzing and interpreting the public opinion and attitudes of the public towards the brand and drafting strategies
- Drafting strategies to support brand's every campaign and new move through editorial content
- Writing and distributing press release
- Speechwriting
- Planning and executing special public outreach and media relations events
- Writing content for the web (internal and external websites)
- Developing a crisis public relations strategy.
- Handling social media presence of the brand and responding to public reviews on social media websites.

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Public Relations

OBJECTIVES: To carry out a range of communication tasks involving the analysis, contextualisation and synthesis of written material dealing with actual communication problems, using the basic principles and ideas.

- To utilize public relations principles and techniques in a practical way that will help solve particular communication problems.
- To assist in practical application of the basic concepts and principles, through creative use of ordinary channels and media of communication
- To construct a base for the more advanced study of the discipline

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Public Relations

Public Relations:

- Counseling the employees of the organization with regard to policies, course of action, organisation's responsibility, etc.
- Dealing with government and legislative agencies on behalf of the organization.
- Dealing with public groups and other organisations with regard to social and other policies of the organisation and legislation of the government.
- Handling investor's relations



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Evolution

- > 1958 Public Relations Society of India (PRSI) formed as a national body for promotion of public relations profession.
- > 1968 First All India Public Relations Conference in New Delhi Theme was 'Professional Approach'.
- > 1982 World Public Relations Congress in Mumbai with the theme 'The Inter-dependent World' section Indian Press Commission Report released.
- > 2001 India's second nuclear test conducted. World anguished. India launches an information campaign to justify and assure that energy is to be used for peaceful purposes.
- > 2002 Tehelka sting operation against corruption of politics and defense deals. Parties and the Government's efforts to sober the efforts.

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PR is different from advertising, and publicity and propaganda


- **Publicity:**
 - Generation of news about a person, product, or service that appears in broadcast or print
 - media
 - Short term strategy
 - The Power of Publicity
 - The Control and Dissemination of Publicity (press releases, or "leaks" may be used to make sure that the information gets out.)



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PR is different from advertising, and publicity and propaganda

- **Advantages and Disadvantages of Publicity**
 - credibility
 - news value
 - high word-of-mouth communications
 - perceived endorsement by the media
 - Disadvantages
 - Timeliness and accuracy



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PR is different from advertising, and publicity and propaganda

- **Advertising**

Advertising is the no personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media.

- Types of advertising.

1. Image advertising
 - General image or positioning a
 - Sponsorships
 - Recruiting
 - Generating financial support
2. Advocacy advertising-
 - Addresses social

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PR is different from advertising, and publicity and propaganda

Cause-related advertising

- excellent vehicle for positioning the firm
- way of reaching select target market
- Takes advantage of the efforts of public relations.
- **Disadvantages**
- Ethically wrong.
- Questionable effectiveness

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PR is different from advertising, and publicity and propaganda

Propaganda: Is a form of communication aimed towards influencing the attitude of the community toward some cause or position by presenting only one side of an argument? Propaganda statements may be partly false and partly true. Propaganda is usually repeated and dispersed over a wide variety of media in order to create the chosen result in audience attitudes. As opposed to impartially providing information, propaganda, in its most basic sense, presents information primarily to influence an audience. Propaganda often presents facts selectively to encourage a particular synthesis, or uses loaded messages to produce an emotional rather than rational response to the information presented. The desired result is a change of the attitude toward the subject in the target audience to further a political, religious or commercial agenda.

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Propaganda

- ❑ Control of information flow: withholding information and releasing information base on predetermine timing.
- ❑ Developing and communication information through particular audiences.
- ❑ Management of public opinion: how u manage the public opinion you gathered Manipulation of behavior : propaganda helps in manipulating human behavior in order to motivate them to buy curtain products.



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SCOPE OF PR

Public opinion is an expression of the general population's thoughts on a particular issue.

Difference between Corporate communication & PR

Public relation


A two way communication process between an organization and its public. Communication with a view to changing the mindsets of the public in a certain directionPublic relation involves the deliberate, planned and sustained efforts to establish and maintain mutual understanding between and organisation and its public. Public relation is everything from an attitude of mine down to minute detail in a successful implementation of a programme.

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SCOPE OF PR

Corporate communication

Set of activities involved in managing and orchestrating all internal and external communications aimed at creating favorable point-of-view among stakeholders on which the company depends it is the messages issued by a corporate organization, body, or institute to its audiences, such as employees, media, channel partners and the general pub



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SCOPE OF PR

PR as a marketing tool?

- Public relations is a valuable tool in the promotional mix. Unlike paid marketing programs such as advertising your business, public relations is **focused on earned media and can take advantage of unpaid communication channels.** Public relations is about managing perceptions – how people think about your business.

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SCOPE OF PR

PR as a marketing tool?

Marketing is all about communicating the right message to the right people- an opinion

- PR is the vital support systems to marketing
- Business need a PR team to design and implement the most compatible PR programme
- This is a cost-effective method of obtaining highest quality work from PR experts
- A PR firm can act as the marketing arm of your business by a steadfast dedication to your products, services and the business name

Market PR Goals

- Enlarge awareness base
- Develop a loyal customer base

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SCOPE OF PR

PR as a marketing tool?

- Earn customer testimonials to inspire new customers
- Build market excitement at pre and post advertising lunch stage
- Inspire sale force and dealers
- Keep promotional cost under tab
- Influence the opinion leaders
- Build and maintain corporate image
- Support to new product launches
- Assist products to attain maturity

Figure 2: Main Media or Tools of Public Relations

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Ethics of PR

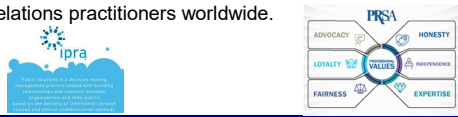
□ PRSA Code of Ethics

- The practice of public relations can present unique and challenging ethical issues. At the same time, protecting integrity and the public trust are fundamental to the profession's role and reputation. Bottom line, successful public relations hinges on the ethics of its practitioners.
- To help members navigate ethics principles and applications, the Society created, and continues to maintain, the PRSA Code of Ethics. Under the Code, widely regarded as the industry standard, members pledge to core values, principles and practice guidelines that define their professionalism and advance their success.

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Ethics of PR

- Throughout its existence IPRA has always sought to provide intellectual leadership for the public relations profession. A key part of this has been the development of a number of Codes and Charters seeking to provide an ethical framework for the activities of the profession. Upon joining IPRA all members undertake to uphold these Codes and in doing so benefit from the ethical climate that they create.
- Launched in 2011 the IPRA Code of Conduct is an affirmation of professional and ethical conduct by members of the International Public Relations Association and recommended to public relations practitioners worldwide.




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Ethics of PR

The Code consolidates the 1961 Code of Venice, the 1965 Code of Athens and the 2007 Code of Brussels. Recalling the Charter of the United Nations which determines —to reaffirm faith in fundamental human rights, and in the dignity and worth of the human person!;

- Recalling the 1948 —Universal Declaration of Human Rights" and especially recalling Article 19;
- Recalling that public relations, by fostering the free flow of information, contributes to the interests of all stakeholders.
- Recalling that the conduct of public relations and public affairs provides essential democratic representation to public authorities Recalling that public relations practitioners through their wide-reaching communication skills possess a means of influence that should be restrained by the observance of a code


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Ethics of PR

Principles: The Code, created and maintained by the PRSA Board of Ethics and Professional Standards (BEPS), sets out principles and guidelines built on core values. Fundamental values like advocacy, honesty, loyalty, professional development and objectivity structure ethical practice and interaction with clients and the public.

- Protect and advance the free flow of accurate and truthful information.
- Foster informed decision making through open communication.
- Protect confidential and private information.
- Promote healthy and fair competition among professionals.
- Avoid conflicts of interest.

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Principles of Management in PR

- ✓ **The Relationship Principle:** Organizations can withstand both issues and crises better if they have established good, long-term relationships with publics who are at risk from decisions and behaviors of the organization.
- ✓ **The Accountability Principle:** Organizations should accept responsibility for a crisis even if it was not their fault.
- ✓ **The Disclosure Principle:** At the time of a crisis, an organization must disclose all that it knows about the crisis or problem involved.
- ✓ **Internal communication** involves the communication that exists within a company and can take many forms. Key to the success of an organization is communication from within. In order to effectively engage in two-way symmetrical communication.

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