

Chapter no	Title of the lesson	Skill	Activity
19	PUBLIC RELATIONS – AN INTRODUCTION	Interpersonal communication, Problem solving,	Make a list of government advertisements appearing in any newspaper and divided into section with its various types.

Summary;

Public relation and communication are linked to each other and play an important role in a wide variety of ways throughout our lives. It involves 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. It is important to understand that communication here,i.e. in public relations is a receiver phenomenon. It is controlled not by the sender but rather by the receiver or, in other words, the audience.

Whats Important to Know

Concept of Public relation

- Communication and public relation are interconnected to each other. Public relations involves:
 - i) A two way communication process between an organization and its public.
 - ii) Communication with a view to changing the mindsets of the public in a certain direction.
- Public relation as a form of communication used to persuade or influence people using ethical means.
- Public relation works to know the differences of public; (Desires, interests and needs)
- ‘Understanding’ these differences and communicating in an ‘effective’ manner are vital skills of public relations.

➤ **Public relation are involved three progressive levels;**

1. AWARENES	2. ACCEPTANCE	3. ACTION
The message should reach the public.	The public should agree with the message.	The public should act or interact accordingly.

EVOLUTION OF PUBLIC RELATION IN INDIA

- Ramayana was the first established example of public relation,
- Character ‘Bhadro’ who reported to Ram about popular feeling and perceptions.
- Arab Sultan Haroon-Al-Rashid used to wander in night in disguise to see for himself, what people think about his administration
- Professional bards were invited to sing the glory of kings and queens.
- Ancient religious teachers from Gautam Buddha to Sankaracharya to Nanak and Kabir are considered as mass communicators.
- They interpret the messages in a language where people found easy to understand.
- In medieval India Mahatam Gandhi is considered as mass communication to help to achieve independence.

GOVERNMENT PUBLIC RELATIONS STRUCTURE

- After Independence, in 1947, the Government of India set up the Ministry of Information and Broadcasting, to look after the function of public relations.
- The function of I&B ministry is to give the criticism feedback to the government.

Division of Ministry of Information & Broadcasting (Media Units)

INFORMATION	BROADCASTING	FILM	SOCIAL MEDIA
<ul style="list-style-type: none"> • Photo Division • Publication Division 	<ul style="list-style-type: none"> • AIR • DDK 	<ul style="list-style-type: none"> • FD • NFAI • NFDC • NCFCYP • DFF • Directorate of Field Publicity 	Social Media Division

TYPES OF PUBLIC RELATIONS

- **Product Demonstration** – Public relations exercise to launch new products and encourage people to buy. Various methods are used to launch or promote products:

Organizing special events	Exhibitions	Window display	Media Events	Printed Material
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- Employee Relation** – Under this category of PR some of the points are as follow;
- newsletters giving vital information on the activities of the company
 - bulletin boards displaying and appreciating the performance of employees
 - organizing special events like picnics for employees and their families
 - Providing incentive, likes cash prizes or gifts, for employees

- **GOVERNMENT AND POLITICAL RELATIONS** – in this category of PR ,politicians try to establish relationship with the voters.
 - Elections are held to choose representatives of people to run the government.
 - Public relation apply in political purposes to attract voters.
 - To gain the confidence of voters politicians use campaigns and conducts meeting.
 - Public meetings, rally, posters, hoardings, and social media campaigns are some examples of government and political relations.

- **COMMUNITY RELATIONS**
 - Maintaining well developed parks in residential areas
 - Cleaning and beautification drive involving the local community
 - Setting up charitable dispensaries
 - Sponsoring events such as cricket matches
 - Setting up public libraries
 - Raising funds in the case of natural calamities such as floods, earthquakes etc.

Do you know

- King Ashoka sent his own children to Sri Lanka to spread the message of Buddhism.
- Ashok's daughter Sanghmitra was the first woman public relations executive in history.
- A systematic practice of public relation in India began with the INDIAN RAILWAYS in the 1920's.
- INDIAN RAILWAYS utilized public relation activities such as exhibitions, festivals and advertising in newspapers, both in India and England, to attract tourism to India.

Extend your Horizon

- i) Public relations help to educate audiences on the advantages of a product
- ii) To promote goodwill for the organization
- iii) To create, maintain, protect and build the reputation of the organizations.

Evaluate yourself

- What are the interconnection between Public relation and Communication, Describe with suitable example.
- Name any five media units of the Ministry of Information and Broadcasting and indicate the type of mass medium used by them.

Maximize your marks

- Attempt all the exercises given in the lesson.
- When did a systematic practice of public relations start in India? Name public relations activities used by railways.