

<b>Chapter no</b>	<b>Title of the lesson</b>	<b>Skill</b>	<b>Activity</b>
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;**

<b>1. AWARENES</b>	<b>2. ACCEPTANCE</b>	<b>3. ACTION</b>
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)**

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