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# QUESTION PAPER

(June - 2018)

(Solved)

## PUBLIC RELATIONS

Time: 3 hours ]

[ Maximum Marks: 100

Note: Answer any five questions. All questions carry equal marks.

**Q. 1. Critically analyze the following definition or PR: Public Relations is the planned effort to influence opinion through good character and responsible performance, based upon mutually satisfactory two-way communication.**

**Ans.** American Public Relations professionals, Scot M Cutlip and Allen H. Center, authors of the famous book "Effective Public Relations" define Public Relations as "The planned effort to influence opinion through good character and responsible performance, based upon mutually satisfactory two-way communication".

The Institute of Public Relations in the UK defines Public Relations as "The deliberate, planned and sustained effort to establish and maintain mutual understanding between an organisation and its public".

Sam Black in "Practical Public Relations" says that "the fundamental purpose of Public Relations practice is to establish a two-way flow of mutual understanding based on truth, knowledge and full information".

According to Edward L. Bernays, Public Relations is "The attempt by information, persuasion and adjustment to engineer public support for an activity, cause, movement or institution."

The statement made at an International Conference of Public Relations Institutions held in Mexico City in 1978 defines Public Relations as "Practice in the art of social science of analysing trends, predicting their consequences, counselling organisation leaders and implementing planned programmes of action which will serve both the organisation and the public interest".

As per this definition, first there is a need for research, audit or assess the situation and to consider

the implications of what is discovered. Second, the advisory role of Public Relations and its service to management is important. Third, Public Relations programmes must be planned. Finally, PR action must not only benefit its sponsors but must also be in public interest that it should be socially responsible.

**Simpler Definitions:** Public Relations, according to D.S. Mehta, is "An attempt, through information, persuasion, adjustment and contacts, to seek support for some activity, cause, movement, institution, product or service."

### Analysis of Definitions

Although, Public Relations has been defined differently, all the definitions have a great deal in common. The following points can be derived from them:

- Public Relations is a planned effort or a management function.
- It is the relationship between an organisation and its publics.
- It is policies, procedures and action of an organisation as they relate to its publics.
- It is an assessment of public attitudes and opinions.
- Public relations is steps taken to ensure that these policies, procedures and actions are in the public interest and socially responsible.
- It is an execution of an action and/or communication programme.
- It aims to develop rapport, goodwill, understanding and acceptance through a two-way communication.

This analysis identifies the purpose, functions and the scope of Public Relations.

**Q. 2. What, in your view, is the role of PR in the management of an organization? Discuss, citing examples.**

**Ans. Ref.:** See Chapter-1, Page No. 8, Q. No. 2 (Additional Important Question), Page No. 4, 'Role of Public Relations' and Page No. 7, 'Benefits of Public Relations'.

**Q. 3. Define Corporate communication. How is it different from Government communication? Discuss the differences in the aims and objectives of both kinds of communication.**

**Ans. Ref.:** See Chapter-8, Page No. 51, 'Corporate Communication', 'Communicating with Specialised Publics' and Page No. 53, Q. No. 8.

**Q. 4. What, in your view, are the various media used by a PR department to reach out to its internal publics? Discuss briefly the role of each media.**

**Ans. Ref.:** See Chapter-23, Page No. 141, 'Public Relations Media' and Chapter-22, Page No. 133, 'Publicity Media'.

**Q. 5. "Code of ethics and Code of conduct are essential for Public Relations." What are the salient features of the PR code of ethics adopted by the public relations professional bodies?**

**Ans. Ref.:** See Chapter-3, Page No. 18, 'Ethics Defined', 'Ethics in Public Relations' and Page No. 20, 'Relation between Ethics and Professionalism'.

**Q. 6. Explain the structure and function of a Public Relations department in a State Government Public Relations set-up.**

**Ans. Ref.:** See Chapter-17, Page No. 103, 'Structure and Functions of State Government Public Relations Departments'.

**Q. 7. Explain the following:**

**(a) Social Responsibility of PR**

**Ans. Ref.:** See Chapter-24, Page No. 151, 'Social Responsibility'.

**(b) Public Relations in Educational and Research Institutions**

**Ans. Ref.:** See Chapter-21, Page No. 130, 'Present Status of Public Relations in Educational Sector' and Page No. 131, 'Areas Needing Public Relation Effort'.

**(c) The use of Technology in Effective Management of PR**

**Ans. Ref.:** See Chapter-15, Page No. 91, 'Technology in PR'.

**Q. 8. If you have to bring out a corporate publication like a glossy prestige booklet, what will be the basic steps and a checklist for planning the same? Discuss.**

**Ans. Ref.:** See Chapter-25, Page No. 158, Q. No. 2 and Page No. 154, 'Planning of Corporate Publications'.

**Q. 9. Plan a PR campaign for a Government department on the theme of "Beti Bacho Beti Padhao" delineating target audience, media mix and strategic communication.**

**Ans. Beti Bachao, Beti Padhao** is a personal campaign of the Government of India that aims to generate awareness and improve the efficiency of welfare services intended for girls. The scheme was launched with an initial funding of 100 crore. It mainly targets the clusters in Uttar Pradesh, Haryana, Uttarakhand, Punjab, Bihar and Delhi.

**Pan India Expansion of BBBP:** The Pan India Expansion of *Beti Bachao Beti Padhao (BBBP)* covering all 640 districts of the Country was launched on 8th March, 2018.

**Objectives**

- Prevent gender biased sex selective elimination
- Ensure survival & protection of the girl child
- Ensure education of the girl child

**Strategies**

- Implement a sustained Social Mobilization and Communication Campaign to create equal value for the girl child and promote her education.
- Place the issue of decline in CSR/SRB in public discourse, improvement of which would be a indicator for good governance.
- Focus on Gender Critical Districts and Cities low on CSR for intensive and integrated action.
- Mobilize and Train Panchayati Raj Institutions/Urban local bodies/ Grassroot workers as catalysts for social change, in partnership with local community/women's/ youth groups.
- Ensure service delivery structures/schemes and programmes are sufficiently responsive to issues of gender and children's rights.

# Sample Preview of The Chapter

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# PUBLIC RELATIONS

## DEFINITION, NATURE, ETHICS AND SCOPE OF PUBLIC RELATIONS

### Definition of Public Relations: Its Nature, Process and Public



#### **INTRODUCTION**

Public Relations link various groups of publics through effective communication. It seeks to create mutual understanding. The basic objective of Public Relation is to attract public attention, win belief, achieve understanding and earn goodwill. PR functions through communication using a variety of media, tools and techniques. Selection of media depends on the publics to be reached and the kind of messages. In this chapter, we will define Public Relations (PR) and discuss its nature, scope and process, explain various terms used in Public Relations context, identify the public of various organisations and list the tools and media available to a Public Relations person.

#### **CHAPTER AT A GLANCE**

##### **THE PUBLIC RELATIONS ENVIRONMENT**

It is important to know about the environment in which Public Relations operates and how Public Relations has become a necessity for us.

With scientific discoveries and innovations which give us greater control over matter, machines and methods, we must learn to deal with people effectively. By influencing public opinion, Public Relations as a means of inculcating attitudes can greatly accelerate the social adaptations for our material progress.

The advancements in communication have not only accelerated the change but created a whole new pattern of human dynamics. There are changes in various areas of the society, specifically in the lifestyles and attitudes. These changes have occurred basically due to shifts in public attitudes. Hence, globally Public Relations is fast gaining attention.

The leadership in both government and private organisations has become aware of the significance of public attitudes. The importance of Public Relations will

increase in scope and effect by says as the new guard takes charge. The shifts create a new human climate. Understanding and adjusting with that climate is as crucial for an organisation. In democratic set up, organisations and institutions work with the avowed aim of serving the people. Thus, the people's attitude towards these social groups gains importance. And Public Relations acts as a link between these organisations and the people.

Besides, in the development process, we come across certain problems. To resolve these problems, mutual understanding between groups is required. Public Relations thus, holds great promise for the future.

Public Relations practice sets up a two-way communication to resolve conflicts of interest by seeking common areas of mutual interest and establishes understanding based on truth, knowledge and information.

#### **DEFINITIONS OF PUBLIC RELATIONS**

Public Relations, according to the Webster's New International Dictionary, is (i) "the promotion of rapport and goodwill between a firm or institution and other persons, special publics or the community at large, through the distribution of interpretative material/development of neighbourly interchange, and the assessment of publics"; (ii) "the degree of understanding and goodwill achieved between an individual, organisation or institution and the publics"; and (iii) "the art or science of developing reciprocal understanding and goodwill".

Denny Griswold, publisher of *Public Relations News*, a pioneer newsletter of Public Relations, defines Public Relations as "the management function which evaluates public attitudes, identifies the policies and procedures of an organisation with the public interest, and executes a programme of action to earn public understanding and acceptance."

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American Public Relations professionals, Scot M Cutlip and Allen H. Center, authors of the famous book “Effective Public Relations” define Public Relations as “the planned effort to influence opinion through good character and responsible performance, based upon mutually satisfactory two-way communication”.

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**Analysis of Definitions**

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- It is the relationship between an organisation and its publics.
- It is policies, procedures and action of an organisation as they relate to its publics.
- It is an assessment of public attitudes and opinions.
- Public relations is steps taken to ensure that these policies, procedures and actions are in the public interest and socially responsible.

- It is an execution of an action and/or communication programme.
- It aims to develop rapport, goodwill, understanding and acceptance through a two-way communication.

This analysis identifies the purpose, functions and the scope of Public Relations.

**Working Definitions**

**Professional Public Relations:** It is the art of convincing people that they should follow a certain attitude or adopt a certain course of action generally associated with management.

**Profession:** It refers to the practice of a skilled art or service on the basis of training, a body of knowledge and adherence to agreed-on standards of ethics and procedures.

**Public:** They are a group of people who have a common interest, objective, vocation and occupation.

**Managing:** It is the art of conducting an enterprise or programme in the interest of the publics, owners and management and as per the policy.

**Policy:** It means the plan by which management sets out to achieve its goals.

**Mass Media:** They are vehicles of communication designed to disseminate information, ideas and impressions to many people simultaneously. They include newspapers, magazines, television, radio and other mediums.

**Advertising:** It refers to the use of a hired or paid medium of communication, such as a mass medium for publicizing a message, information of a product or service. Although, it is basically a function of sales, advertising is regarded as an important tool of public relations.

**Lobbying:** It is the attempt to influence the voting behaviour of legislators on behalf of particular interests or causes.

**News:** It refers to information about current events – accidental, incidental or planned.

**Publicity:** Dissemination of purposefully planned and executed messages such as news releases, articles, features through selected media.

**Press-agentry:** It is creating news events of a transient nature, sometimes of a sensational or attention-catching nature.

**Promotions:** These are special activities like sponsoring events, designed to create and stimulate interest in a person, product, organisation or a cause.

**Media Relations:** It refers to dealing with the communications media in seeking publicity or responding to their interest in the organisation.

**Propaganda:** These are efforts to influence the opinions of a public to propagate a doctrine, an ideology, a cause or an interest.

DEFINITION OF PUBLIC RELATIONS: ITS NATURE, PROCESS AND PUBLIC / 3

**Community Relations:** It refers to dealing and communicating with the citizens and groups in the vicinity of an organisation.

**Ethics:** It means the science of moral duty in conformity with principles of conduct accepted in a culture.

**PR Professionals:** They are the agents of management assigned to describe and interpret policies and procedures to publics and seek their response and convey the same to the management.

**Government Relations:** It refers to dealing and communicating with the employees of an organisation.

**Industry Relations:** It means dealing and communicating with firms within the industry of the organisation.

**NATURE AND SCOPE OF PUBLIC RELATIONS**

Public Relations has a number of functions. Its nature indicates that it is essentially a task promoting rapport and goodwill between a person, firm or institution and the community at large through dissemination of information. It aims to gain support, mobilise or solicit favour for an idea, a cause, a problem, an institution or an individual. It uses a two-way communication while dealing with public opinion. First, it evaluates the public's attitudes towards the organisation. Second, it implements communication programmes to gain public understanding and acceptance of the management's point of view. Public Relations aims to bring about harmonious and mutually advantageous adjustment between an organisation and the community through dissemination of ideas and by providing feedback from the public to the management.

Good public relations should have a sound moral base, which means communication must be sincere and based on facts. Public Relations has three objectives – (i) to draw attention; (ii) to win belief; and (iii) to impart understanding.

The goal behind these steps is to convince people that they should follow a certain attitude or adopt a certain course of action.

To achieve the objective, public relations must begin at the heart of the organisation it serves – the management must find the answer to the three questions given below: (i) What is the message at the management wants to impart? (ii) To whom to impart the message? and (iii) How to impart?

Another important question to accomplish the objective is, what is the purpose? These questions require great deal of thought. Public Relations activity has to be a planned and sustained programme with proper goals. A Public Relations programme serves no purpose without the knowledge of these four questions.

An effective and purposeful Public Relations programme should:

1. Have thorough understanding about the organisation's nature and purpose;
2. Communicate the understanding to the publics;
3. Observe and analyse the effect of the communication.

With effective Public Relations, management can get the opportunity to make such internal changes in the organisation, product, service, or method as will enable it to sink and prosper in a public climate of goodwill.

**Elements in Public Relations:** Public Relations has four major elements. They are interrelated and overlapping – one tends to lead to another. These are:

- (a) Two-way Communication;
- (b) Mutual Understanding;
- (c) Caring for Public Opinion;
- (d) Social Responsibility.

**(a) Two-way Communication:** Two-way communication is very important in Public Relations as it emphasizes on the feedback. Misunderstandings come up from a total lack of or an inadequate communication. The key objective in any public relations programme thus, is to improve existing channels of communication and to build two-way flow of information. Great difficulties in achieving success however, may come due to the barriers in communication process. Many of the human problems in organisation are ascribed to lack of communications.

Organisational managements are constantly advised to give prompt and regular information to employees and the public. Public Relations methods can do much to resolve such conflicts to reconcile differences or even as a preventive measure but let nobody underestimate the difficulties involved.

**(b) Mutual Understanding:** For mutual understanding, a two-way communication is required. A Public Relations policy for any organisation thus, should include both inward and outward activities. Outward activity is required to inform the public about its achievement. Inward activity and intelligence is necessary to assess the policies and behaviour of the management to know whether action is needed to improve the organisation's image.

There are at least two parties involved in any public relationship – the organisation which has something to promote and the publics to which the organisation directs its efforts. There are thus, two interests to be fulfilled – the private interest and the public interest. These interests are always in conflict. Each party interprets the public interest in terms of its own self interest. For example, a FMCG firm faces pressures from consumers, workers, shareholders and the government. The consumer wants to pay the lowest price for the goods he buys. The worker wants the highest salary. The shareholder wants the best dividend and the government

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wants its share in taxes. Resolving these conflicts of interests is the essential part of Public Relations. In this situation, mutual understanding between the organisation and other parties is required. To achieve this, two-way communication is necessary.

**(c) Caring for Public Opinion:** Public opinion is the consensus of individual opinions of the majority of the masses. Public opinion is regarded as the “source spring” of Public Relations. “Public sentiment”, according to Abraham Lincoln, “is everything. With public sentiment, nothing can fail. Without it nothing can fail.”

At many levels public opinion impinges on an organisation such as with official bodies, reactions of buyers or consumers, contacts with stakeholders, relations with distributors and internal relation with employees. At all these level, there is a need to maintain mutual understanding and to keep a watch on possible cause of conflict. If there is any disharmony, that should be resolved.

**A PRO must be a Good Listener**

Communication breakdown causes many crises. It happens because of lack of communication which does not satisfy the information, needs of the receiver. To know the information needs of the public you have to be a good listener. Listening helps you to get feedback from the other parties. Feedback is required for the success of an organisation. A Public Relations Officer must be a good listener.

**(d) Social Responsibility:** Organisations while working for profit have to show their concern for the welfare of the people. Every organisation has social responsibility as they work in the name of the people with main objective of serving their interest. Organisations which do not take care of the public interest end up with problems.

**Scope of Public Relations Practice:** Public Relations is the daily application of common sense, common courtesy and common decency. It is about doing a lot of favours to others so that they will be inclined to do favours to you. It can be like entertaining a visitor to your organisation, providing counsel and advice that leads management to solve a crucial strike situation, organising a health camp for the children of the employees of your organisation or providing information to potential investors in your company.

However, there are many things which are usually labelled as Public Relations are actually publicity. The dissemination of facts, ideas about individuals and institutions for various purposes like to draw attention, gain prestige, publicize products or to satisfy public interest in an institution or for an individual. Publicity

is not Public Relations. It is one-way proposition. Publicity is only a tool of Public Relations. The two should not be confused.

Public Relations is also not “corporate communication” and “corporate relations” which are limited to the “corporate sector”. Corporate communication and corporate relations refer to customer-investor tie-ups and is used in corporate-sponsored reports. Public Relations includes policy and strategy and counselling managements, while corporate relations is limited to the company’s relationships with specific target groups, among clients, stockholders, commercial interest groups and sometimes liaisoning with government officials to secure mutually acceptable goals.

Public Relations is a broad term and covers many types of functions that it performs. Public Relations would include the following:

- Policy formulation
- Developing publicity for the company, its products and services
- Staff publications such as a house journal
- Public Relations can be public-speaking
- Radio and television programmes
- Company’s general body meeting reports
- Preparation of booklets and pamphlets
- Advertising for a firm, product or services
- Community work or corporate donations
- Personal calls
- Sales training
- Promotion
- It can be Direct mail
- Attending and arranging of special events and parties
- Arranging, exhibitions, tours and open houses
- Offering training to employees in customer relations
- Replying to queries from media and public; issuing of press releases
- Making films, documentaries and video
- Interacting with legislators and government officials
- Company correspondence.

The scope of Public Relations is vast. It covers from doing small favours for people, being just visible in a social gathering, to devising a broader strategy to gain public favour. However, no two Public Relations programmes or functions are exactly the same. They differ from person to person and organisation to organisation.

**Role of Public Relations:** Public Relations assumes a greater significance in a democratic, agro-based, but industrialised society like India which is diverse in languages, culture and religion. This is because the government is socially accountable for its various policies and programmes. Public Relations is