Lecture # 1

Public Relations

What Public Relations is all about ?

Public Relations is all about the professional maintenance of a favorable public image by a company or other organization or a famous person

**Public relations** (**PR**) is the way organisations, companies and individuals communicate with the public and media. A **PR** specialist communicates with the target audience directly or indirectly through media with an aim to create and maintain a positive image and create a strong relationship with the audience.

Definitions of Public Relations

The most basic definition of public relations comes simply from inverting the term. Fundamentally, Public Relation is relations with publics.

In 1978, the world assembly of public relations association defined public relations as “ The art and social science of analyzing (examining) trends (drifts) rujhanat, predicting their consequences, counseling (advising) organization leaders and implementing planned programs of action which will serve both the organizations and the public interest”

A classical textbook definition by Cutlip, Center and Broom is “ Public Relations is the management function that identifies (recognize), establishes and maintains(upholding) mutually beneficial relationships between an organization and the various publics on whom its success or failure depends

Crable and vibbert define Public Relations as “ The multiphase function of communication management that is involved in researching, analyzing , affecting and reevaluating (reassessing. Rechecking) the relationships between an organization and any aspect of its environment

Grunig and Hunts (1984) definition: Public Relations is the management of communication between an organization and its publics

The universally accepted definition of public relations as per Edward Burneys popularly known as the

Father of PR is that :

• “It is a planned & sustained effort to establish and maintain mutual understanding between an

organization & its publics.

• ”However, Quentin Bell, another PR consultant thought the word persuasion would be better

than mutual understanding.

• Some PR professionals also described PR as a “phenomenon & necessity of our times.”

Yet there is a very simple and different definition for easy comprehension of Public Relations.

Simple Definition

For better understanding if we take the two initials of the word Public Relations i.e. P and R then we define

“P” for Performance for Public and “R” for Result as against Relations.

Public

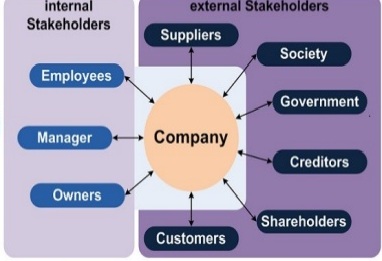
A public is usually thought of as a group of people with a common interest and or common demographic attributes (Socioeconomic **characteristics** of a population expressed statistically, such as age, sex, education level, income level, marital status, occupation, religion, birth rate, death rate, average size of a family, average age at marriage.) and or using the same media for information or entertainment

**Internal Public/stakeholders**

Internal Public of Public Relations includes Shareholders or Investors, Employees, Suppliers, Distributors, Retailers/ Dealers and Other business associations

**External Public/Stakeholders**

The **external** publics of a company consist of Consumers/Customers, Community, Mass Media, Government, Financial Institutions, Action Groups and General Publics



**Early pioneers**

The Publicity Bureau was the first PR agency and was founded by former Boston journalists, including [Ivy Lee](https://en.wikipedia.org/wiki/Ivy_Lee). Ivy Lee is sometimes called the father of PR and was influential in establishing it as a professional practice. In 1906, Lee published a Declaration of Principles, which said that PR work should be done in the open, should be accurate and cover topics of public interest

[Edward Bernays](https://en.wikipedia.org/wiki/Edward_Bernays), a nephew of [Sigmund Freud](https://en.wikipedia.org/wiki/Sigmund_Freud)(Austrain neurologist) founder of the process of psychoanalysis , is also sometimes referred to as the father of PR and the profession's first theorist for his work in the 1920s.he took the approach that audiences had to be carefully understood and persuaded to see things from the client's perspective. He wrote the first textbook on PR and taught the first college course at [New York University](https://en.wikipedia.org/wiki/New_York_University) in 1923 In the 1930s he started the first vocational course in PR. Bernays was influenced by Freud's theories about the subconscious. He authored several books, including *Crystallizing Public Opinion* (1923), *Propaganda*(1928), and *The Engineering of Consent* (1947)

. (psyvhoanalytic, psychosexual theory )