



# Introduction to Public Relations

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# Definition:

The World Assembly of Public Relations Associations define the PR field as

"the art and social science of analyzing **trends**, predicting their consequences, counseling organizational leaders and implementing planned programs of action, which will serve both the organization and the **public interest**."

“Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics”

Public Relation Society of America

# Fundamental elements are:

- Informing people,
- Persuading people and
- Integrating people

# Principles of PR:

- Trust in integrity
- Sound moral base
- Appropriate dealing
- Solving information overload
- Elasticity and adjustment

# Principles of PR:

- Choice of tools
- Awareness of international changes
- Knowledge of new technologies
- Social upsurge
- Ensuring receptivity

## Essentials/ Features of PR:

- PR is a profession, an art applied to science
- PR concerns with relations of unit, an org. or an individual with public
- PR relationship between org. and its public
- Based on reality and not images
- Seeks public approval on basis of public interest

## Essentials/ Features of PR:

- Depends on application of sciences like psychology, Sociology, social psychology, etc.
- Prepare various segments of society for coming developments before they get future shock



# Types of Public Relation :

## Types of Public Relations

- Media Relations : relationship with the people of media industry
- Corporate Public Relations: Managing the public profile and reputation of a company and includes Issue Management, Corporate Advertising, Cause Related Marketing, Advocacy Advertising
- Crisis Management : Cadbury's, Maggi, Coke
- Marketing Public Relations : To support Marketing Objectives
- Employee Relations:
- Financial Relations: Annual Budget books for stakeholders & investors
- Community Relations: Corporate Social Responsibility
- Government Relations: lobbying with the government officials.

## Internal Vs External Public of Public Relations

### **Internal Public of Public Relations:**

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

Primary function of public relations is to facilitate positive and profitable relations between an organization and its actual or potential audiences.

### **External Publics of Public Relations:**

External Publics of Public Relations includes Consumers/Customers, Community, Mass Media, Government, Financial Institutions, Action Groups and General Publics: External communication covers how a provider interacts with those outside their own organization. Internal PR is just as important and can make a huge difference when it comes to your external efforts.

**MEDIA MANTRA**

PR

vs.

Advertising



earned



not  
expensive



written



need to  
persuade  
media



media controls  
content



credible;  
third-party  
validation



all about  
the brand



paid



complete  
control over  
content



guaranteed  
placement



visual



expensive



less trusted



all about  
a product  
or service

Thank You