



Allied Disciplines of Public Relations

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Allied
disciplines are

- Lobbying
- Propaganda
- Public Affairs
- Public Opinion
- Publicity

A) Lobbying

- One who conducts activities aimed at influencing or swaying public officials and especially members of a — legislative body on legislation —
- Involves educating selected groups of public more intensely about policies and programmes of an org. so as to ensure their support at numerous forums
- In US lobbying is licensed. A lobbyist is a recognised advocate under the Federal regulation of lobbying Act.

- In other words lobbying means to communicate directly with any official in the legislature for the purpose of influencing any legislative action or with the governor for the purpose of influencing the approval or veto of a legislative action when reimbursement for expenditure or compensation is made for those activities.
- It can be an individual or a group activity.

Types of Lobbying

a) Causal Lobbying

b) Professional
Lobbying

Causal Lobbying

- Occurs when a person uses their leisure time to petition or inform govt. officials of their point of view.
- Can be done over a phone , meeting or mail.

Professional Lobbying

- Occurs when an individual or company is hired by someone to advocate point of view before the govt.
- **An example** : Law firm hired by steel co. to help win an antidumping petition.....also called rent seeking, when fees is paid to lobbyist from the profit earned through successful lobbying..

B) Propaganda

- It is an instrument of politics, a power for social control.
- Word 'propaganda' born in 17th century, when Catholic Church set up its college of Propaganda to propagate faith.
- Propaganda is a mode of communication used to manipulate or influence the opinion of groups to support a particular cause or belief. Over the centuries, propaganda has taken the form of artwork, films, speeches, and music, though it's not limited to these forms of communication.

- **World War II saw the introduction of a variety of PR techniques.** In Germany, Joseph Goebbels headed propaganda movements for Hitler, ensuring all communication was in support of the Nazis regime. Across the pond, the U.S. created the Office of War Information (1942), to censor war news, document social change and create a central means for government to communicate about the war.

Techniques of propaganda:

- Evasion of truth,
- Name-calling,
- Appeal to humility,
- Use of testimonials,
- Provocation,
- Delaying strategy,
- Favourable argument strategy

C) Public Affair

- **Public Affair(PA) representative monitors development in the legislative, executive and judicial branches of govt. And perform the work of alert mgt.**
- **PA practitioners develop relationships within govt. officials and help form and carry out inf. prog. related to pending legislation or regulation**
- **When developments are deemed imp. and counsel on how to react..This may also involve lobbying.**

D) Public Opinion

- Term can be studied by dividing into 2 components: public and opinion.
- John Dewey in his book 'The Public and its Problems' introduced the concept of public. He defined 'Public' as a group of individuals who are together affected by a particular action or idea. Thus each problem or conflict creates its own public.
- On the other hand, 'Opinion' is simply an expression of an attitude on a controversial issue. Opinion is a view, judgement, or appraisal formed in the mind about a particular matter.

Methods to gauge the Public opinion are :

- Personal contacts, by telephone or mail
- Advisory committee or panels
- Analysis of an organization's incoming mails
- Evaluation by field agents or salesman on opinion held about the org.
- Press clippings and radio and TV monitoring of what has been said on particular subject

- Study of national public opinion polls to gain sense of opinion, climate and trends
- Sales records
- Speeches and writings of recognized opinion leaders
- Study of voting that reflects public opinion
- Conference of those involved in a particular problem or situation.

E) Publicity :

Publicity is concerned with dissemination of information about an organisation to attract attention or to publicise products or activities. The objective of publicity is to gain recognition, to build all image and to win the approval of the target publics. Advertising is buying of space in pnnt, tlme on AIR, or on billboards, to promote the sales of products, acceptance of idcas, or to earn goodwill.

Types of Publicity:

1. News: spontaneous news & planned news
2. Business Feature Articles
3. Service feature articles
4. Financial publicity
5. Product publicity
6. Pictorial publicity
7. Emergency publicity

Media used for Publicity:

- a) **Newspapers**
- b) **Magz.**
- c) **Radio**
- d) **Television**
- e) **Personal Contacts**
- f) **Press Conferences**
- g) **Mailing of News Releases**
- h) **Media Previews**
- i) **Media Management Lunch ons**
- j) **Media Kits**

Thank You