**M.A. DEGREE EXAMINATION, DECEMBER – 2019**

**First Year JOURNALISM AND MASS COMMUNICATION**

**Public Relations and Advertising**

**ASSIGNMENT-1**

**Question 1**

**Explain four stages of Public Relations**

Introduction

An organization must explain to the public what it is doing and how it works to help the public. Otherwise, people likely will not understand or approve of what the organization is doing. Then the organization will suffer. Public Relations professionals help an organization to cultivate a positive reputation with the public through various unpaid or earned communications, including traditional media, social media, and in-person engagements. They also help clients defend their reputation during a crisis that threatens their credibility.

**Stages of Public Relations**

Public relations (PR) involves four stages:

1. Research and Analysis or Listening Stage
2. Action Plan / Objectives / Program Planning Stage
3. Implementation / Programme Development and Conducting Stage
4. Monitoring and Evaluation Stage
5. **Research and Analysis or Listening Stage**

An organization must have systems to tell it what will happen tomorrow and for the next five years. It must anticipate troubles and opportunities and plan for them. The primary job of a public relations person is to keep the senior management aware of what is going on outside. To do this the PR person reads newspapers and magazines, carries out or commissions surveys, uses opinion polls, watches television, and in other ways follows public thinking. The PR person is a bridge between an institution and the public, explaining each to the other.

1. Action Plan / Objectives / Program Planning Stage

Having listened very hard to all the audiences and decided on specific goals, the PR person plans the public relations program for each target audience, decides on budgets, and (very important) gets the plan approved. A good rule at this point is to write everything down, especially the ways the organization will eventually decide whether or not the program is a success. This will help prevent misunderstandings or disputes later.

1. Implementation / Programme Development and Conducting Stage

This is the time to decide what is going to be done; to choose the media that will be used to meet the objective and reach the audiences; and to establish a timetable and a budget. Then comes the job of creating and distributing the materials.

1. Monitoring and evaluation

It’s essential to watch all the time to see what works and what doesn’t. This phase cycles back to step 1. Without steps 4 and 1 the organization has no idea what it should be doing or why. Without evaluation, it’s possible to do some things right by luck and judgment, but it’s equally possible that money is being thrown away

**Reach the public**

All significant audiences must be reached in any well-planned public

relations campaign.

*Mass audiences* can be reached through newspapers, magazines, radio,

and television. This takes time and effort. It works best when the

editors and staff of the media feel friendly toward the institution and its

public relations person. For that to happen, however, the institution and

its staff must be friendly toward the media. They must answer the

media’s requests if they expect the media to respond to theirs. Too

often, institutions seem to expect good relations with the press as a right,

rather than as something to be achieved. They approach the press only

when they want something good reported, and then are angry when it

isn’t. An organization must also be prepared to deal promptly with bad

news.

*Specific audiences* can be reached in a number of ways:

***•*** *spoken word:* meetings, speakers’ bureaus, the grapevine. The most

effective public relations is face-to-face contact, People decide what to

think by listening and talking to other people more than by any other

means.

publications, pamphlets, booklets, manuals, books, letters, bulletins,

newsletters, inserts in the institution’s mail, printed speeches, bulletin

boards, posters, advertising, annual reports.

events and celebrations, open houses.

**Conclusion**

A good public image cannot be turned on like an electric light. Building a good reputation takes long-term planning, continuing attention, the involvement of senior management, a large enough budget, and actual achievements. All significant audiences must be reached in any well-planned public relations campaign. An organization that is not concerned about its public invites that public to misunderstand it. Such misunderstanding may lead to action that will hurt the organization.

**References**

**Montagnes, I.** Editing and

Publication

A training manual: Philipenes: International Rice Research Institute.