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

**First Year JOURNALISM AND MASS COMMUNICATION**

**Public Relations and Advertising**

**ASSIGNMENT-1**

**Question 2**

Distinguish between PR and publicity

Introduction

As far as a media organization is concenred, Publicity and Public Relations (PR) are two crucial comopnents for its successful exietence. In fact, Publicity and PR are often wrongfully considered one and the same, but are in actuality two completely different entities. It is important to understand the the difference between Publicity and PR.

**What is Publicity?**

## Definition

Publicity refers to an individual’s or company’s presence in the media. Examples of publicity include:

* Event information
* Interviews or being quoted
* Magazine articles
* News stories
* Self-authored articles or stories
* Speaking engagements

Publicity is the art of attracting the attention of the readers / viewers and gaining as much visibility as possible. The primary focus of publicity is to achieve the maximum number of press coverage for the media. The only thing involved with publicity is getting more the number of coverage.

Choose the newspapers, magazines, and journals that are most likely to print news about the publication you are publicizing. Send releases to organizations and professional associations that work in the field of your publication and may mention it in their newsletters. Don’t forget radio and TV, especially regional stations. They are often willing to interview the author or a representative of the publishing institute. Scientists are greatly influenced by the reviews that appear in journals. It is worth sending out a reasonable number of copies for review. Choose the review media carefully: there is no point in wasting copies.

Many marketing managers believe that it is a good investment to advertise scientific and technical books in specialized periodicals. It is a policy that should be approached with caution. Advertising can be expensive. In most cases, it does not sell many books. It does keep the name of your institution before the public, however. And it flatters the author.

### Benefits of Publicity

There are numerous benefits of publicity:

* Build awareness about the publication
* Increase the circulation
* Educate the readers about the issues that the media brought to the notice of authorities

**What is Public Relations (PR)?**

Public relation (PR) is the strategic process of maintaining the reputation of the Press in the eyes of target audience. Public Relations is a management function. It is a specialised as well as strategic management function. Its unique function is to help the organization establish, develop and maintain mutual understandings and relationships with stake-holders through effective communication.

## Definition

PR casts a wider net than publicity. The purpose of PR is to help the media organization reach its goals. PR experts send strategic messages to specific audiences to influence attitudes and behaviors. PR is responsible for the complete reputation and image the newspaper. At the same time, PR has to build relationships with any person or brand that’s impacted by the reputation of the newspaper. That includes customers, employees, investors, partners and suppliers, advertisers. PR includes the following:

* Civic engagements
* Crisis management
* Event coordination
* Media kits
* Monitoring of media
* Pitch letters
* Press releases
* Public service announcements
* Reputation management
* Social media
* Supporting the arts and/or charities

**Difference beween Publicity and Public Relationship**

* Publicists are narrowly-focussed on the publicity channels such as media. Public relations people generally have a wider scope of operation, a broader set of references and the possibility of studying their profession to advanced degree level. PR people should be interested in all audiences that matter to the media organisation not just consumers.
* Public Relations is a management function. It is a specialised as well as strategic management function. Its unique function is to help the media organization establish, develop and maintain mutual understandings and relationships with stake-holders through effective communication.
* Publicity is gaining public visibility or awareness for a product, service or an entity through media. It may be free of cost or paid for as against advertising which is always a paid form of publicity.
* Public Relations is a task while Publicity and Advertising are tools.
* Publicity is the act of attracting the media’s attention and gaining as much visibility as possible. PR, on the other hand, is the strategic process of maintaining the reputation the media organization in the eyes of the public.
* Thus PR is concerned with managing overall reputation of the press where as publicity is concerned with simply getting coverage.
* Public relations implies that you have a public to relate with, and that’s who you are speaking to. Publicity is something that helps you connect with people who don’t know about you yet, or those who may have heard about you, but are still on the fence.
* PR’ has broad value whereas publicity’s focused expertise.
* PR is the umbrella; publicity is one of the many facets that fall under it. This is similar to how advertising is part of marketing, not the same as it or separate from it.
* Publicity is about public attention, which is just a fraction of what PR is about. There’s more to the job of PR than publicity itself, although publicity is an important aspect of it.

Overall, both publicity and PR focus on earned, unpaid communications. Taking out an ad in a paper or paying to have an article placed on a blog is not PR; that falls under [advertising and marketing](https://www.elegantthemes.com/blog/marketing/how-and-why-you-should-market-to-generation-z).

**Conclusion**

It’s important to understand the difference between publicity vs PR so that we don’t talk about one when we actually mean the other. Publicity is the part of PR that focuses on media coverage. PR encompasses an assortment of other responsibilities, from crisis management to charity involvement. Publicity and PR strive to portray a media organization’s position and reputation in a positive light. Publicists and PR experts work with individuals or companies, including government agencies.

**References**

* 1. Montagnes, I.Editing and Publication: A training manual: Philipenes: International Rice Research Institute.