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

**First Year JOURNALISM AND MASS COMMUNICATION**

**Public Relations and Advertising**

**ASSIGNMENT-1**

**Question 5**

Discuss the role of PR in private sector

**Introduction**

Public relations is the management function that identifies, establishes, and maintains mutually beneficial

Relationships between an organization

And the various publics on whom its

Success or failure depends.

Public relations used publicity and a variety of other tools- including

special publications, participation in community activities, fund raising,

sponsorship of special events, and various public affairs activities- to enhance an organization's image organizations also use advertising as a

public relations tool.

**Role of PR in Private Sector**

The private sector consists of those entrepreneurial units which are owned and run by private enterprises. The pnvate sector has witnessed tremendous growth since independence, because of factors like political stability and government assistance to private sector in various forms like providing technical collaborations, easy finance, infrastructure, subsidies, incentives and special schemes.

The private sector is faced with the growing national and international competitions, complex and challenging operational climate, hostile surrounding communities, growing expectations, security issues, depressed nature of the economy, increasing poverty among the general population, rising costs of production, unending demands from labour, unpredictable government policies, expensive media services, etc. These and many more issues continue to challenge the performance of companies and other private sector concerns in the country. In other words, managements of businesses have to deal with complex environmental issues that affect their businesses in continuously changing and challenging circumstances.

Thus, multiple institutional strategies that include effective public relations are evolved and implemented to ensure that their businesses succeed and the public understand and appreciate their existence. Among the most effective and highly reliable options for achieving such objectives is the establishment and sustenance of functional public relations units.

The specifc roles of the PR in Private sector are:

**Co-ordination and Counselling**: It is the responsibility of the PRO to assist the management in framing and executing satisfactory management policies towards each of these specific publics e.g. evolving marketing policy for better relations with consumers, dealers and distributors, personnel policies for improving internal relations among employees, purchasing policy for sustaining suppliers' goodwill etc. Besides, PRO has also a role in maintaining inter-departmental co-ordination.

**Planning Communication Activities**: Having read the earlier unit, the PR process and its four stagesresearch, planning, executing and evaluation are known to you. PR has an impomnt role to play in carrying out each of these functions so as to bring about a favourable attitude among the publics towards the organization. This is done through the strategic use of various media and tools like institutional advertising, publicity, company publications, public spealang, exhibitions, meetings, open house, special events etc. Thus PR is responsible for all corporate communications about which we will be reading in greater detail in the subsequent units of Block V.

**Image Building** : Any company, even a private one, is open to public scrutiny and in course of time the public begins to view it with some particular perspectives and form impressions which may be true or not so true. Thisoverall impression of the company in the minds of its various publics, for example--its credit worthiness, its quality of products, its concern for its employees, its discharging of social responsibilities-all contribute towards the overall image which is the corporate image. Hence cornpalies go out of the way, to talk about themselves, to project themselves as being reliable, strong, competent, responsible, dynamic etc. To promote its image, a company uses its corporate name, some emblem, or aslogan, which it carries in all its communications. Personal contacts, verbal communication, audiovisual aids, exhibitions, publicity and institutional a

**Public Relations and Marketing** : Businesses have to be flexible to survive in the global market place or they go the legendary dinosaur way. PR, therefore, must prepare the management for new thrusts and help in planning out long-term strategies. PR must know what is happening to business and try to bridge *thc* gap between the various levels in an organisation. The enterprise must be seen as a whole and the sales department must have coordination of all departments. Since marketing success involves both customer satisfaction and employee satisfaction, PR's role can have vital implication for sales

**Crisis Management:** Public Relations is not an emergency activity alone. It is not a 'firealarm' service. All the same. PR has an expanded role in crisis management e.g. during a labour strike or a product recall. While it is better to be alert for signs of dissonance, it may not be always possible to anticipate a crisis. Constant momtoring and feedback may help to detect early warning signals. Yet, long-term effects should be kept in mind. Communication links should be strengthened for negotiations and to present the company's side of the story in order to combat rumours. PR's role in private sector is therefore, informational as well as promotional; preventive as well as curative.

**Conclusion**

**References**

1. Black, S. (1989). Introduction to Public Relations. London: West African Book Publishers Ltd.
2. Aggarwal, V.B & Gupta, V.S (2001). *Handbook of Journalism and Mass Communication*

Davis, B.D., Krupels, R.H.,Mc.Carty, R. (2001).

1. *Multifaceted Communication Roles of `Employee Newsletters. Proceedings of the Academy of Organizational Culture, Communication and Conflict*.10(1) Memphis,2005
2. Gupta, Ruchika. *House Journal: An effective Mode of Employee Communication.* Retrieved from- Shodhganga.inflibnet.ac.in/handle/10603/42684