

TRACING GROWTH OF PUBLIC RELATIONS IN INDIA & REASONS FOR EMERGING INTERNATIONAL PUBLIC RELATIONS:-

The concept of PR is not new in the world. It is as old as 1000 of years. The Greek Word “Semantikos” which means to “Signify”, “to mean”. Semantikos means “Semantics” which can be defined as how to get people to believe things and o things. The whole concept of tracing the growth of PR is divided into 4 parts as per Grunig and Hunt Models (1984) that describes the field’s various management and organizational practices. These models serve as a guideline to understand the brief history of PR.

In 50 BC, Julius Caesar in his campaign biography “Caesar’s Gallic Wars” publicized his military exploits to convince the Roman people that he would make the best head of state.

In 394 A.D., St. Augustine, A professor of rhetoric in Milan, Italy considered as an in charge of PR who propagated the regular eulogies to the emperor.

In 1776, Thomas Paine wrote “Crisis” a pamphlet to convince the Washington army soldiers to stay and fight. Paine was considered as a master of

P.T. Barnum in 19th Century in the U.S. was a master of promotion. William Seward, Lincoln's secretary in 1861 was an expert to handle the press. In 1903, Ivy Lee officially became the first PR to advise John D. Rockefeller on PR issues. Lee professionalized PR by following these principles:

- Tell the truth
- Provide accurate facts
- The PR director must have access to top management and must be able to influence decisions

Ivy Lee defined PR quote, "PR means an actual relationship of the company to the people and that relationship involves more than a talk."

In 1923, Edward Bernays, another stalwart in PR set up principles of PR and focus more on crystallizing public opinion. He also stressed that PR is a public service, should promote new ideas and progress to build public conscience. Edward Bernays, known as the father of PR and Ivy Lee, the first PR as a counselor.

GROWTH OF PUBLIC RELATIONS IN INDIA

The growth of PR as a profession in India has been a topic of much debate and deliberations. Many Scholars have analyzed the historical evolution and growth of public relations in India from varied perspectives. Why is the process of professional Public Relations it is believed stated in the pre independence era with the British government needed to win over the support of the Indians towards World War I. It was also the time when family owned corporate houses such as Tata and Birla were emerging on the scene.

1. PR IN INDIA - PRE-INDEPENDENCE

Some Scholars believe that in the initial stages PR as a management voice emerged more as a tool of liberal philanthropy by the pioneering industries like Tata Iron and Steel Company (TISCO) which went into production in 1912. From the very beginning the Tatas were involved in community relations as they built the model town of Jamshedpur wherein they not only provide housing, water, electricity, pre primary education, hospital and Technical institutes, but also promoted social, cultural and economic development of the community. Tatas have been the forerunners in introducing employee welfare schemes. It was during this period that Tata opened their Public Relations department at their head office in Bombay now Mumbai in 1943. It also started a monthly Publication next year for employee communication . A systematic and organized practice and Public Relations in India, some believed, began with the Indian railways. It was found that the building of Railways for the purpose of carrying raw materials from the hinterland to various ports in the country was proving to be an expensive affair and soon they realized that they had to introduce passenger traffic in order to recover the cost which led to promotional messages for Railways as a mode of commuting.

2. GROWTH OF PR IN THE POST-INDEPENDENT INDIA.

India opted for a mixed economy model after independence; the public sector however was convinced as a pro choice of the government. This guiding factor led to the passage of Industrial Policy Resolution of 1948 and followed by the Industrial Policy Resolution of 1956. The 1948 Resolution envisaged Development of core sectors through the public Enterprises. The government implemented policies based on import substitution industrialization and advocated a mixed economy where the government controlled public sector was expected to coexist with the private sector. A decision at the top government level was taken around that time that all the central public sector enterprises (CPSEs) that now number about 250 would have a public relations department headed by a professional. It was also conveyed to the public sector chiefs that for informing and motivating the employees every public sector undertaking under the central government would bring out a house journal for employee communication. The 70s saw the establishment of Public Relations Society of India (PRSI) which gave use impetus to the public relations industry still at a nascent stage. It will not be an exaggeration to say that the globalization of the Indian economy in the 1990s gave its rightful place to public relations in

India. The emergence of multinational corporations on the scene in the early 1990 the opportunities of foreign direct investment increased especially with deregulation of industries. The market became suddenly competitive and businesses felt it necessary to build their reputation in order to gain more and more access to new markets and new consumers. The PR consultancies were engaged by global corporate organizations for giving them a hang of the situation, strategies for sailing through difficult times and using advocacy for influencing legislation and responding to the criticism from adversary groups who were against 'globalization of India' a term often used by the Swadeshi lobbies. Some of the Global companies like Pepsi, Coke, McDonald, KFC would bear this out.

3. CURRENT STATE OF PUBLIC RELATIONS IN INDIA

Public Relations is a thriving profession in India. There are hundreds of large and small PR consultancies in the country, employing thousands of practitioners. Most companies in the private sector and almost all companies in the public sector have Public Relations departments. Now PR is not just encompasses media relations and employee communication but is used increasingly for strategic communication, brand building, customer relations, and crisis management. From an executive function PR is now becoming a part of the high level management job touching upon the core values of an organization.

REASONS FOR EMERGING INTERNATIONAL PUBLIC RELATIONS

1. INTEGRATED AND INTERDEPENDENT ECONOMY Which is widely accepted among economists that since World War II the world economy has been integrated into a single Market by lowering trade and investment barriers. Under this integrated and interdependent world economy often called as 'global economy', individual nation's economy gains are much greater than the losses through free flow of goods, services and capital among Nations. The multilateral negotiations among Nations, GATT (General Agreement on Tariffs and Trade), the international organizations to monitor and develop the international trade and monetary system, WTO (World Trade Organization), IMF (International Monetary Fund) and World Bank are good examples to represent this trend of the world economy. Though the idea of 'one single world' is becoming more and more realistic. Its impact on our lives is not always promising but problematic as well. There are complicated interactions between foreign environment and domestic entities. Multinational, International or global organizations are dealing with workforces, clients and other environmental forces beyond their national boundaries. In addition, any domestic organization cannot be free from global influence on management decision making because globalization is shaping the environment to which organization should adapt. It is quite true that organizations are now facing the new aspects of publics in the new environment of globalization. International trade, the turbulence of politics at home and abroad and the resultant increased importance of public affairs have forced management to take the public relations counselor most seriously. Public Relations around our first shrinking world offers great opportunities for the expansion of public relations Agencies here and abroad and for young persons entering this field

is an exciting time. Public Relations is being adapted to the needs of business firms, non-profit Institutions and nations of the world at breathtaking rate. Formspring business across National boundaries and in different cultures find Public Relations not imperative than at home. there is increasing Reliance on International Public Relations Agencies and PR firms in foreign markets. Governments, too, employ thousands of PR practitioners to win world support for their foreign policy goals to promote tourism and to establish a nation's identity in the world community. much of today's world news flow is provided by governments and their Public Relations departments. The globalization of public relations has been accompanied by the merger or advertising and Public Relations Agencies on a global level

2. NEW COMMUNICATION TECHNOLOGIES Surely Computer technology is to this age what the Assembly line production was to the industrial age at the dawn of the century. Advances in Computer technology are moving at almost an exponential rate. This time of the information Highway, Internets, satellites, faxes and supersonic jet travel in the Information Age. Weather in the form of blogs, podcasts or YouTube videos the internet and the World Wide Web have transformed how the public accesses information. The most immediate benefits that the public relations professionals can garner from computer and telecommunications-mediated technologies are examined in four broad areas.

A. WORK: The technology has an impact on how Public Relations practitioners do their work. Once typed on paper and sent via mail or fax, press releases are now produced on a computer and delivered via Email. PR Newswire sent the first electronically transmitted press release on March 8, 1954. The electronic press release was sent to 12 media outlets in New York. Now a variety of competitors offer a wide range of online media services, ranging from an RSS (really simple syndication) feed to ProfNate expert source services to free media monitoring. Video news releases are delivered digitally via satellite or the internet. Public opinion surveys are conducted via the World Wide Web. Photography and videography are widely produced and delivered digitally. Because much of the strategy and tactics of public relations rely on use of the media as media have evolved technically, practitioners have adapted their methods as well.

B. CONTENT: The technology has implications on the content or messages developed and delivered in public relations. Blogs, podcasts and websites in general all present vehicles for distributing messages to a variety of publics. Expanded use of audio and video files- podcasts, vodcasts- is a major trend. Moreover these media can shape the character of the messages themselves. Text messaging via cell phones has emerged as a viable means to reach mobile publics, especially youth. News releases are adapted to cellphone and mobile media formats. Interactive media including online games are increasingly important tools in public relations, as more sponsored games emerge as a way to reach young publics in particular

C. ORGANIZATIONAL STRUCTURE: The technology has implications on organizational structure, culture and Management. among the most significant is the possibility to flatten the hierarchical nature of many organizations. Digital Communications makes it possible for more efficient management of organizational Communications, including both internal and external. This also means organizations can be more open and transparent to facilitate better understanding between and among various groups.

D. PUBLICS: The technology has an impact on the relationships between or among organizations and their publics. As audiences have increased their use of the internet have grown more Savvy with digital media of all types, Public Relations has involved with them. Audience members or publics often maintain their own websites, blogs or Podcasts, often circumventing Traditional media outlets. Practitioners monitor such online sources alongside traditional media outlets. These citizen-produced online media can be influential and widely seen and accounting for them may be essential to a public relations campaign. Digital networked communications such as those possible on the Internet and World Wide Web make possible the cost-effective advent of two way symmetrical Communications

ADVANTAGES AND DISADVANTAGES OF PR

THE ADVANTAGES OF PR

1. Elevated brand awareness

One of the key benefits of public relations is that it really boosts your institution's profile in a much more effective way than advertising would. Yes, advertising reaches a large number of people (at a very high cost I may add), but people are aware it's been paid for. Whereas with PR, it's much more natural, people are being educated by research or expert opinion from your institution and that is what interests them. If it is done in coordination with other top schools globally for example Harvard or Oxford, you have the halo effect – thus increasing your brand's reputation to be on the same level as those schools.

2. Credibility

If you are successful with your PR campaign, you'll create a positive brand image, which then increases your credibility with the wider public. Showcasing the initiatives you do, the success stories, your students and even alumni, highlight to people what you contribute to society and how you can help a prospective student if they attend your school.

3. Lead generation

Following on from what I said above, boosting your brands awareness and credibility will then likely result in seeing your recruitment go up, or at least generate more enquiring about the courses you offer etc. students. According to research by GMAC, 95% of people said seeing a university published in a news article improved their impression of the university, specifically the articles provided uplift in the perceptions that it provides a world-class learning experience.

4. Cost-effective

When compared to advertising etc. PR can be an economical way to reach a large audience. It is much cheaper than advertising, and can reach just as many people in a much more credible way.

5. Educational value

A great (and very important) benefit from PR is that you can educate the public. It is a fantastic way to share informative content with the public that can help them in everyday life. For example, thought leadership is one method PR employs to inform the public about a variety of topics. With this type of information, people are able to make more insightful decisions.

The pandemic is a perfect example of this. We worked with all of our schools to showcase their knowledge to help people get through the lockdowns – we covered subjects that explained the psychology behind panic buying, how to be a good leader when working remotely, and much more.

DISADVANTAGES OF PR

1. Difficult to measure

Public relations can be very difficult to measure as it does not have a specific measurement system in place. You can count the number of media hits you secure, and look at the value of the publication but it is harder to determine the impact this has on your audience. This is why it is very important to keep your overall goal in mind. If your plan is to increase recruitment for a specific course, keep a close eye on your applications and see if they increase as a result of PR. The same could be said if you're looking to target a specific country – work hard and long-term you can see the benefits.

2. You have little control

PRs try to have as much control as they can over what is being sent out to the media, but a lot of our job is highly dependant on third-party endorsers to publish the content. As a result, we have less influence over what will be written, especially if it is for a top tier publication. In many scenarios, we'll send out the research or pitch a faculty's expert opinion and offer to help the journalist as much as we can but once that is done, we have no control over what will be published. That being said, it is very rare that the result turns out bad. We have huge success stories with the likes of the FT, Forbes, New York Times and The Economist without having control over any of it.

3. The media is a turbulent industry

The main disadvantage of PR is just how turbulent and quick the news cycle is. What is relevant currently, can be completely irrelevant two hours later and that's just the nature of the industry. This does, however, make it difficult to keep up with trends and what everybody wants to read about.

For this reason, it is incredibly important to keep up to date with current affairs, and the latest news. This will give you the edge over other institutions, as you can readily have to hand an expert who can answer questions with a very quick turnaround.

4. No guaranteed result

Unfortunately, with PR there is no absolute guarantee that you will be published in that article, or feature in that radio interview. You can put the time and effort in, and sometimes the media just isn't interested or another breaking news story comes in last minute that takes priority. That being said, we are successful more often than we are not, and it's worth the risk. So, that's the disadvantages of PR. I will now go into detail about the advantages of it, and why it is so beneficial to your institution. I promise these all outweigh the disadvantages.