

SES'S L.S.RAHEJA COLLEGE OF ARTS AND COMMERCE

Course: Business Communication Unit: 1 chapter 7 Public Relations Prepared by: Dr. Preeti Vaswani

PUBLIC RELATIONS

Public relations (PR) is a management function which deals with public issues. An important component of public relations is publicity. Publicity deals with news coverage of events relating to companies products and services

Meaning of PR

A systematic act of building an image of a product/service/idea/company among the target group/general public/stake holders through a well–designed promotion on a regular basis.

Objectives of PR

1. Promoting goodwill
2. Promoting a product or service
3. To give information to internal employees
4. Helps to overcome negative publicity
5. Lobbying (to influence, persuade)
6. Give advice and council

The Art Of Dealing With People

- Understanding The human Ego
- Making People Feel Important
- Controlling the Actions and Attitudes of Others
- Creating a Good Impression
- Developing an Attractive Personality
- Learning to Communicate Effectively
- Listening
- Convincing Others
- Giving Praise
- Criticizing Without Offending

Tools of PR

- Press releases
- Exclusive stories
- Company newsletter
- Interviews and press conferences
- Sponsored events

Publicity

Publicity is the technique or process of attracting public attention to people, products, etc., as by the use of the mass media.

It can be done through a print or broadcast media.

It is a form of non personal unpaid, mass communication.

It is a subset of public relation.

Goals of Publicity

- Merchandising or sales orientation

The main purpose of this of publicity is to increase sales.

- Entertainment oriented

These are events whose main aim is to generate goodwill, image etc.

- Educational oriented

Holding a programme, the proceeds of which is given to a development activity.
