

Role of Public Relations

Pranav Singh*

Man Singh Manral**

Abstract

The research paper concentrates only on the PR department of Uttar Pradesh and how is it relational to usage of Digital Media. In this paper, the Digital mediums will be focused on details which help the information and PR to reach their target audience in the least possible time. The targeted sample of this research will be limited to the rural and urban public of only two cities- Kanpur and Allahabad. To bring the opinion of every class, representatives from each class would be selected by the researcher. For the entire processing of Public Relations, Researcher will be taking the assistance of Media relation. The time is also playing an important factor as time is limited. Changes will lead to major outcomes. The result may not be accurate as this is a very small research.

Keywords:

Public Relation;
Data;
Public;
Ethical;

Copyright © 201x International Journals of Multidisciplinary Research Academy. All rights reserved.

Author correspondence:

Pranav Singh,
Research Scholer, School of Media Studies
Jaipur National University, Jaipur, India
Email: Send2prins@gmail.com

1. Introduction

Public relations professionals use ethical issues as individuals who make decisions about their careers. They also serve as ethical advisors to the organization and help organizations to act ethically, responsibly and sustainably. It describes the definition of moral and social responsibility, and discusses opportunities and barriers to public relations professionals in the advisory role of ethics in the face. Seven topics in public relations research are discussed: personal ethical decisions, client and other practitioner relationships, loyalty to organizations, the public and society, client or organization choices, lawyers and counselors, confidentiality and openness Media. Finally discussed the need for an ethical theory of public relations, and introduced the theory of several promising.[9][12-14]

Over the last ten years, we have suddenly realized that public relations are needed in various fields of activity, especially in the industrial field. The economy has become more complex and social tensions have intensified. Public companies are increasingly being criticized and must defend their existence. In the final analysis, everyone has attempted to resolve the rapid emergence of social tension without fundamentally changing the existing institutional framework. Public relations are looking for answers to this important question.[1-2][8]

*Research Scholer, School of Media Studies, Jaipur National University, Jaipur, India

** Assistant Professor- School of Media Studies, Jaipur National University, Jaipur, India

2. Public Relations Department in UP

The areas of public relations and organization services are the important needs of institutions and organizations. Along with changes in the world view, publicity is not formal to all agencies. This highlights the need to establish results and institutional relations departments with an increase in the number of public relations departments of the conditions. In recent years, the main focus of the Ministry of Health and Media on health issues has been raised and the public's consciousness has been raised, and as a result, the growing importance of human health has been resolved as an increase in demand for medical services so far. In addition, expectations for services provided by hospitals are also increasing. Hospitals are patients and casual, people who have doubts about what disease or who need control, examined treatment, psychiatric under observation, repair, and diagnosis or (Ozgen, 1995:73) a hospitalized institution. The main function of the hospital is to treat the disease, which is the fundamental reason the patient applies to the hospital. Diseases occur in various organs for various reasons within the human body. The service to treat the disease is a treatment plan, determined by the doctor and done by doctors and other hospital staff (Alpagun, 1981: 198). This process is called patient care. Hospitals are directing institutions within public services that serve the public. Today, as it is in all sectors, there is competition among institutions in the health sector. Because the hospital survives, it is important that impressions and hospitals have their target community. Improve the impression and achieve positive effects through effective public relations activities. Promotional activities of many practices, such as attracting the attention of customers and developers to inform communities about these nonprofit services, and providing funds, should be consciously done. Such agencies use communication tools in advertising activities (Akgemci, 2007: 470). Today, in order to achieve the goals of public or private hospitals, it is important to have dynamic systems based on clear, easy-to-understand and reliable duplex communication, and to maintain these systems. Furthermore, all contact with the patient must be coordinated by the public relations department (Colorado Hospitals Guide, 2003: 2). In the commercialization of medical services, the public relations department plays a very active role to form an active image in public opinion. Commercialization of healthcare services aims to organize communication programmers to develop positive recognition of services provided by hospitals through effective reputation management (Gümüş, 2005: 105).[17-20]

3. Data Collection And Assumptions

The present study was undertaken to study the “**The Increasing Usage of Digital Media in Public Relations: It’s Impact on the Role and Functioning of Public Relations Officers** “. The purpose of this chapter is to describe how the results were obtained. Thus this part of the report gives details of the research design, sample and tools used and how the data was analyzed.

The chapter has been described in the following subheads:

- ✓ **Data Collection**
- ✓ **Locale of the study (Survey Area)**
- ✓ **The Method**
- ✓ **Demographic Situation**
- ✓ **Research Design**
- ✓ **Method**

3.1 Data Collection:

It selected automatically each time you cross the weight bridge on the way to and from the ocean, and the weight is measured. Data collection is a process of gathering and measuring information on target variables in a systematic and well-established manner, enabling you to answer related questions and evaluate the results. Data collection is one element of research in all fields such as natural science, social science, humanities, and business. The method varies according to discipline, but we focus on securing an accurate and honest collection. The purpose of data collection is to obtain high quality evidence that the analysis can reach analytically reliable answers to questions of doubt.

This thesis has the collection of data from Higher Education Department, Lucknow and Women & Child Welfare, Lucknow, Uttar Pradesh. A survey initiated to general public who are taking beneficiaries of above department.

3.2 Survey Area:

Higher Education Department, Lucknow -226001

About Organization:

Education is thought to be regarded as the foundation of community builders, especially in higher education, investment in personality development through advanced personality. At this moment of knowledge and globalization, it is strongly the creation of developed countries that the most decisive role is the inevitably expected educational world. In order to achieve these remarkable points that can create a high quality social life through education and training of the Youth Association.

Therefore, the important role of higher education is clear. It will be recognized that there are so many adversities and limitations that are not unrelated, but the expectations of the Department of Education of the state and society are rising. Higher education institutions are committed to meeting these challenges and achieving the Government's intention to pursue equitable higher education. Higher education is essential for the general and systematic development of the state and plays a higher specific role than what is necessary to develop education in light of the current demands and future social perspectives. In the current scenario, higher education is not limited to learning and communication. Foster major responsibilities of higher education not only for information but also for rich intellectuals with educational knowledge. Education is inadequate due to insufficient mentality such as equality, harmony, secularism, charity, etc. Construction of the state, bad social students and young people are studying.

3.3 Women & Child Welfare, Lucknow, Uttar Pradesh 226010

About Organization:

The goal of fostering women and children is to develop and accelerate the Ministry of Human Resources Development and the Department for the Development of Children for women as part of 1989. The Batahir female program targeted by the government in 1989 was a person who was engaged in welfare and child development at the female state level and a child for women created Giha. Year: WCD Pushtahar and Women's Care Section were separately designed to separate the two departments in 2013. Under the supervision of 1960, the orphanage managed the control of Ashram under the establishment of the control panel until charity was established, and the Kashra State Foundation was established as a government unit of the Social Welfare Council. Gain maximum benefit.

3.4 Research Design:

This research is essentially descriptive. Descriptive surveys include investigations that actually investigate various types of events. Scan method used Collect relevant data and discover correctly explained facts. Basically, group properties of general quantitative description method. In this way, the true meaning of the collected data is to refer to this point from the viewpoint of research purpose and basic premises. A descriptive design of the study is used for the study. Descriptive studies are designed to describe events, phenomena and situations that are expected to be more accurate and accurate.[7-9]

3.5 The Method:

Next, we use the investigation method to gather information on topics that analyze the information we gather and draw conclusions. Predefined set several questionnaires have been set up for investigation to gather information from bank employees.

If a knowledgeable expert needs to study a particular cultural field, a particular sampling is a more effective non-stochastic sampling type. Targeted sampling can also use qualitative and quantitative research methods.[10-17]

3.6 Conduct of the Study:

Initially, all of these 130 samples were considered for data collection. After seeking prior approval from beneficiaries, people of all ages were contacted and samples of the questionnaire were collected offline to gather spare information. After filling in the form, it was collected from each person in the corresponding division of the survey. Based on this information, separation for data analysis is preceded. Only 111 out of 130 respondents answered the full questionnaire about true validity.

3.7 Sampling Technique:

Intentional sampling technology is adopted for sample selection.[17-22]

3.8 Criteria for selecting beneficiaries:

All the people belong to the beneficiaries of the UP government that concern more than two departments, as stated in the previous discussion will be selected as a sample for the study.[24-28]

3.9 Inclusion criteria:

People who want to participate.
Both parties' male and female beneficiaries.

3.10 Exclusion criteria:

Beneficiaries of other departments.
People who do not pay close attention to digital media (aged 60 and older)

4. Objective:

Is Advertisement of upcoming program has been informed to you through PRO.
Is Face-book/Twitter/What's-app is better way of providing the information of your running and future program.

- a. Is information spread by PRO to general public understandable and accessed
- b. PRO Help the institution to gain an enhanced reputation.
- c. PRO Influence decision makers to smile upon one's institution.
- d. IS PRO Maintain good relations with the institutional community
- e. Maintain positive relations with the institutional alumni.
- f. Is PRO made good relation with the beneficiary of these institutions?
- g. Do social media impact public relations efforts?
- h. Social media are currently being used in promoting this instruction.

4.1 Hypotheses

The hypotheses of the survey are as follows.

- a. There are upgrades and updates on PR tools and technologies.
- b. Information, style and rules are much assimilated in the field of PR.
- c. By using digital media in public relations, you can approach many viewers with limited time and budget.
- d. Digital media is the most perfect and convenient medium for propagating government publicity.
- e. Digital media is the newest means to establish a widely successful network.
- f. PR plays a very important role in building brand image in government system.

According to the above hypothesis, researchers plan research methodology. As a result, according to this hypothesis, the hypothesis will be accepted as conforming or opposite to the survey.[3-6]

4.2 Analysis, Findings and Interpretation

In order to complete this study correctly, it is necessary to analyze the data collected for testing. Assume and answer the research questions. As mentioned before in the chapter, the data is interpreted as a descriptive form. This chapter includes an analysis, introduction and explanation of the results obtained of this study. Data is analyzed and interpreted in two phases. That the first part depends on the results of the questionnaire and involves quantitative questions data analysis. The second is based on the results of questionnaires.

4.2.1 Respondent: Public & Co-workers

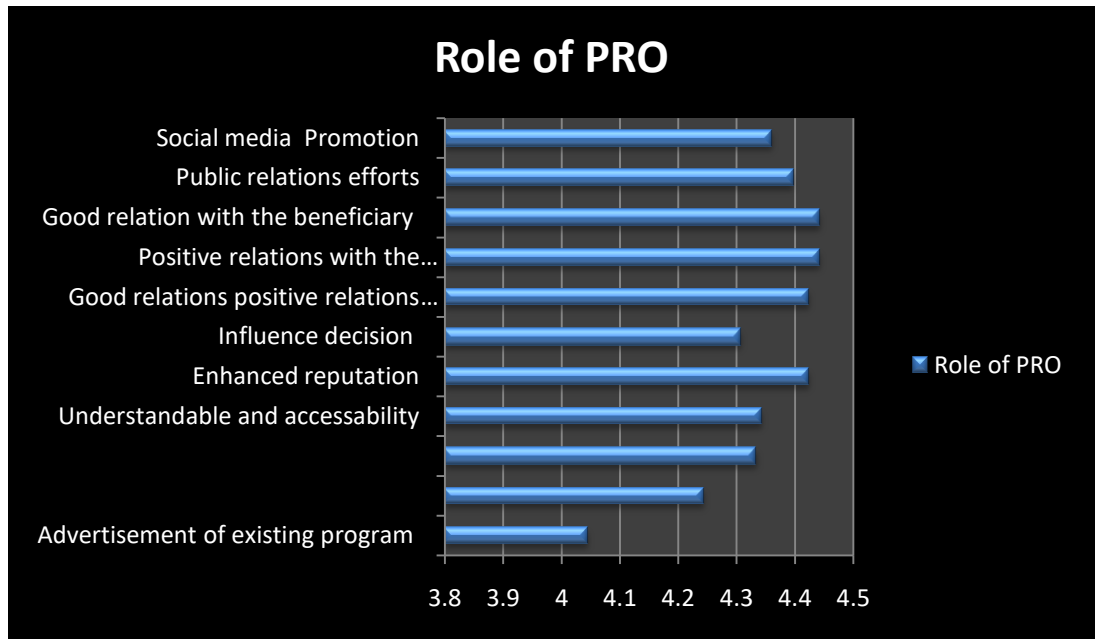


Figure 1. Shows the visual exploration of each variable. Every point on the scale of 1 to 5 matter when it comes play under comparison. This figure shows advertisement of existing program is lowest among all variable. Where good relation with beneficiaries find the best place among all.

4.2.2 Functioning of Digital Media in Public Relations

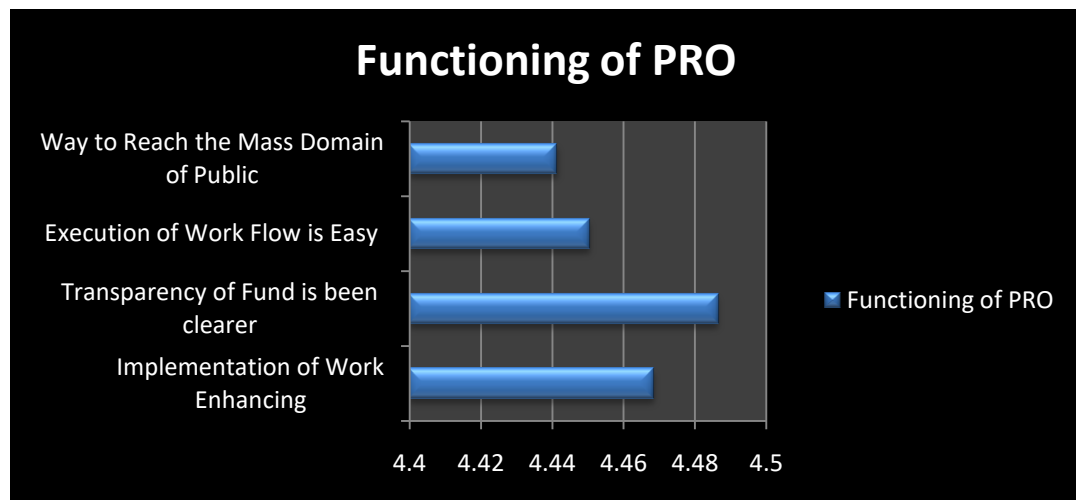


Figure2. find one at maximum (Transparency of fund is been clearer) and lowest at the variables (reach to mass public). Other factor like implementation of work enhancing is in average.

6. Conclusion

This study has significant implications for public relations in education & public welfare department. This study shows that practitioners understand the tactics of social media, however integrating social media for PRO education & public welfare can help mass public in many respects. Each objective has been found out with the visual exploration of above data. It is very clear that except few variable most of the questionnaire find a great place for PRO relation. It functionality and role both are very effective for the said organization.

The hypothesis has been visual exploration through above table has been shown. There has been an immense assimilation of information and style and rules in the area of PR. By the usage of Digital Media in PR we can reach a large number of audiences in limited time and budget. Digital Media is the most perfect and convenient medium in propagating the propagandas of the Government. Digital Media is the newest

medium in establishing a broad and successful network. PR plays a very important role in building a brand image in the Government body. According to the above mentioned hypothesis, the researcher will be planning the research methodology. As a result, based on this hypothesis, the assumptions will be accepted compatible or contrary to the research.

References

- [1] Laura Matthews, "Social Media and the Evolution of Corporate Communications", The Elon Journal of Undergraduate Research in Communications, Vol. 1, No. 1 ,pp: 17-23, Winter 2010.
- [2] Deirdre Quinn-Allan," Public relations, education, and social media: issues for professionalism in the digital age", Asia Pacific Public Relations Journal, Vol. 11,pp: 41-55
- [3] JamilehKadivar," A Comparative Study of Government Surveillance of Social Media and Mobile Phone Communications during Iran's Green Movement (2009) and the UK Riots (2011)",JamilehKadivar , pp: 169-191
- [4] Ben-Collins Emeka Ndinojuo,* Eric Godam Gbeneka,Yeibo Edward Diegbegha & Stella Eludu," Challenges in using contemporary Digital Tools in media relations practice in Nigeria," Research on Humanities and Social Sciences ISSN (Paper)2224-5766 ISSN (Online)2225-0484 (Online) Vol.6, No.20, pp: 138-148, 2016.
- [5] Ali H. Al-Badi," The adoption of social media in government agencies: Gulf Cooperation Council case study", Journal of Technology Research pp:1-26
- [6] Jennifer R. Henrichsen, Michelle Betz &Joanne M. Lisosky,"Building Digital Safety For Journalism", Unesco Series On Internet Freedom ,pp:1-101
- [7] Rachel Pollack," World Trends In Freedom of Expression and Media Development: Special Digital Focus 2015", World Trends In Freedom Of Expression And Media Development, pp:1-197
- [8] Datis Khajeheian, Fereshteh Mirahmadi," Social Media, Traditional Media and Marketing Communication of Public Relations: A Study of Banking Industry", American Journal of Marketing Research Vol. 1, No. 2, 2015, pp: 79-87
- [9] Jim Macnamara," Public relations and the social: how practitioners are using, or abusing, social media", Asia Pacific Public Relations Journal, Vol. 11 , pp:21-39
- [10] 2014 AQA and its licensors Report On The Examination – A-Level Media Studies – 2570 – June 2014, pp:3-11
- [11] Minavere Vera Bardici,"A Discourse Analysis of the Media Representation of Social Media for Social Change - The Case of Egyptian Revolution and Political Change ", pp: 1-68
- [12] Amanda Third, Delphine Bellerose, Urszula Dawkins, Emma Keltie4 Kari Pihl," Children's Rights in the Digital Age", Copies of this publication can be downloaded from youngandwellcra.org.au, pp:1-90
- [13] Dr. Julee Russell," Communication — Digital Media Management Concentration", pp:1
- [14] Angeles Morenoa," Does social media usage matter? An analysis of online practices and digital media perceptions of communication practitioners in Europe", A. Moreno et l. / Public Relations Review 41 (2015) ,pp:242–253
- [15] Manuel José Damásio," The PR Pyramid: Social media and the new role of Public Relations in organizations ", Revista Internacional De Relaciones Públicas, N° 4, Vol. II ,pp: 11-30
- [16] Sofia Parra Beltrán," Government Driven e-Participation ", pp:1-95
- [17] Stephen Waddington Beng (Hons) "how to modernize a public relations agency or communication team ", pp:1-14
- [18] Pamela Seiple," How to Leverage Social Media for Public Relations Success ", pp:1-28
- [19] ManavikP.Raj, Dr.K.J.Joseph, Jesus Milton Rousseau S.," Corporate Communication & Social Media: A study of its usage pattern ", Corporate Communication & Social Media: A study... www, pp:59-66
- [20] A Market Assessment Tool for U.S. Exporters "2016 ITA Media and Entertainment Top Markets Report, pp: 1-96
- [21] Marie McAuliffe," Media and migration: Comparative analysis of print and online media reporting on migrants and migration in selected origin and destination countries Marie ", Irregular Migration Research Program Occasional Paper Series , pp:1-100.
- [22] Kerry McCallum, Journalism & Communication Studies," The Media and Indigenous Policy ", pp:1-103
- [23] Yoshio Arai and Sae Naganuma ," The geographical digital divide in broadband access and governmental policies in Japan: three case studies ",Networks and Communication Studies, NETCOM, vol. 24 (2010), n° 1-2, pp: 7-26

- [24] Chiara Valentini, Dean Kruckeberg,” The Meaning and the Use of Communication Technologies in Public Relations “,Netnography is a branch of Ethnography that analyses the free behavior of individuals on the internet. See Kozinets, R. V. (2010)
- [25] Donald K. Wright, “Tracking How Social and Other Digital Media are Being Used in Public Relations Practice”,pp: 1-30
- [26] Stephanie Perrin, Jennifer Barrigar and Robert Gellman,” Government Information Sharing Is Data Going Out of the Silos, Into the Mines “ , pp:1-91
- [27] Robson, P. & James, M. (2013). Not everyone’s aboard the online public relations train: The use (and non-use) of social media by public relations practitioners ,pp: 1-18
- [28] Leonardo Sforza ,” The Digital and Social Media Revolution in Public Affairs “,Brussels and Washington, D.C. ,pp: 1-39
- [29] DWP ad hoc ,” The Use of Social Media for Research and Analysis: A Feasibility Study “, pp:1-63
- [30] R. Kinney Poynter,” How are digital trends reshaping government financial organizations “,findings from Deloitte NASACT 2015 Digital Government Transformation Survey, pp:1-40
- [31] SaritaNayyar , “Digital Media and Society Implications in a Hyperconnected Era “, 7Digital Media and Society ,pp: 1-63