

Module 1 – Introduction to Public Relations

NATURE AND DEFINITION OF PUBLIC RELATIONS

Organisational Public Relations is concerned with promoting and improving a company's image or reputation of an organisation through communicating the facts to all concerned - both inside and outside the company. The Public Relations Practitioner (PRP) is a link between the internal and external publics.

Module 1 – Introduction to Public Relations (continued)

THE NEED FOR PUBLIC RELATIONS IN SOCIETY

Following the industrial revolution, a need arose for a company's internal practices to become public. As company's have become bigger, the lack of personal contact has increased. Public relations can resolve the problems of distrust that might arise.

Module 1 – Introduction to Public Relations (continued)

THE TWO-FOLD TASK OF THE PUBLIC RELATIONS PRACTITIONER

The public relations practitioner (PRP) has a dual task: He/she works closely with **internal** and **external** publics. The company should not only present a positive image to its external publics but also ensure that there is a free flow of communication within the organisation.

Module 1 – Introduction to Public Relations (continued)

THE ORGANISATION OF PUBLIC RELATIONS

There are many titles by which a public relations practitioner can go by, depending on aspects such as seniority. PR can be practiced in different fields, such as education, tourism, finance, industrial, and NGO's. The tasks of the PRP can be related to the planning of PR projects, dealing with internal and external relationships, writing and editing, and production.

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AREAS RELATED TO PUBLIC RELATIONS

- Advertising - any paid form of non-personal presentation and promotion.
- Marketing - concerned with balancing the FOUR Ps in the marketing mix.
- Sales promotions - aimed at selling a product/service for a limited period.
- Personal selling – offering products by salespersons to prospective buyers.
- Journalism.
- Publicity - unpaid publication of a newsworthy story about an organisation.
- Propaganda - enforces a point of view irrespective of the truth and ethics.