Defining Public Relations

“Public Relations can be understood as the management function that evaluates public attitudes, informs the management about public opinion, find out the policies and procedures of an individual or an organisation aiming public interest, and executes a program of action for earning public understanding and acceptance. The main and elementary purpose of Public Relations is to establish a two-way understanding between an organisation and its public on the basis of truth, pure knowledge and complete information.”

The Public Relations Society of America (PRSA) defines “Public Relations is concerned with or dedicated to creating mutual understanding among groups and institutions.”

The PRSA recognized the place of groups and institutions in the Public Relations Process. It admits that entities which have interests must be protected. It also assumes streamlining of these benefits for mutual benefit. The concept of mutuality in this definition makes a Public Relations man or woman a mediator between an organisation and its own publics. Public Relations attempts to put the broad interest of the public first before the special interest of the organisation. By doing this, the organisation is indirectly serving its own interest.

Among the founders of Public Relations practice in the US, Ivy L. Lee, who shaped two of the initial public relations advisory firms, opined that he was occupied in ‘an Art’ whereas another pioneer Edward L. Bernays, viewed Public Relations as ‘an Applied Social Science’.

- **Lee**, considered that his activity was non definable and non-measurable. It only existed through him and was thus not comparable.

- Author of ‘The Unseen Power- Public Relations’ **Cutlip** stated that “**Lee constantly referred to his work as an art**.”
• **According to Bernays**, Public Relations is as an applied social science to be planned through opinion research and precisely evaluated. Paradoxically, there is a little description of measurement and evaluation of campaign effectiveness in Bernays’ books and papers. His first book, Crystallizing Public Opinion, established the foundation for a systematic approach to Public Relations. Advertising and the Publicity side of Public Relations expanded speedily in the 1920s driven along by the self-publicizing efforts of pioneers and numerous business books on Publicity and Public Relations.

R.H. Wilder and K.L. Buell defined Publicity as “the organised and deliberate effort to gain the support of the public for an idea, sponsored by any given group for any given purpose,”

Ivy Lee, credited as being the founding father of Modern Public Relations, presented a more specific approach to Public Relations communication. In his campaigns, messages were based on economic theory, combined with situational ethics derived from psychological and scientific concepts. More importantly, Lee’s campaign methods help to change the reputation of public relations practitioners from salesmen to scientific, strategic communicators.

**Bernays** argued that society would move towards chaos unless Public Relations practitioners “manipulate” (in a good way) the Public Opinion into logical and organized patterns. Till the next thirty years, this perspective would ultimately become the modern definition of the role of Public Relations in society.

*Bernays’ definition of Public Relations includes two distinct philosophies of the role of the industry’s practitioners. The first philosophy categorizes the practitioner, while paid, as a person simply advocating a principle that he/she already believes in. This is no different than expression of an opinion. The second philosophy sees the Public Relations...*
representative as a hired conduit for a point of view that he/she may not personally believe and that is the toughest part. Bernays, E.L. (1961). Pp. 52

The Origin:

“Public Relations are a deliberate, planned and sustained effort for establishing and maintaining mutual understanding between an organization and general publics.”

First Public Relations consultancy came into existence in 1900 by the name of ‘Publicity Bureau’ in Boston which led to the beginning of PR as a paid profession.

Due to First World War, there was the expansion of official publicity in America. In 1917, a committee on Public Information was set up under George Creel in USA by President Wilson. All its members used their skills to develop awareness, aims and ideas about war. In the Russian Revolution, Soviet Government used the weapon of propaganda intensively. Between both the wars, Public Relations activities expanded and at the same time, America faced economic depression which led the industries and business class to use the PR activities. In Britain also, during the First World War, official publicity expanded a lot and later thrived. Rayudu, C.S and Balan, K.R. (2001). Pp. 23

Then the period from 1929 to 1941 marked the era of recognizable development, urbanization and lot of social and political changes in America and around the world. In 1944, Public Relations became a university discipline and a Journal as well as Periodical on Public Relations started. Another phase of Public Relations initiated in 1947, when Public Relations Society of America was formed by the combination of American council of Public Relations and National Association of Public Relations Council.

Today Public Relations is considered as the most powerful and useful tool in influencing Public Opinion and is present in all the countries of the world. In India, PR is increasingly becoming specialized, competitive, stressful and high-tech and its
practitioners are called on to perform indispensable communication and social responsibility activities in the present age of increased globalization and ever demanding consumers, clients and voters.

**Public Relations in India**

The beginning of Public Relations in the India can be traced from the Vedic age when the rulers used to rule with the consent of the people and even later, when kingship became hereditary, Public Opinion was considered most important. Then Gautam Buddha, Vivekananda, and saints like Kabir, Tulsidas, Shri Chaitanya Mahaprabhu, etc. wandered from one place to other and shared information and knowledge through traditional mediums of communication like oral communication, literature and music.

Renowned diplomat Chanakya, Mauryan rulers Chandragupta and Ashoka the Great, Mughal rulers like Akbar used to make regular efforts to get the information about people’s expectations and to earn Public Opinion.

From 1857 to 1947, during the British rule in India tremendous development took place in terms of knowledge, printing and technologies to commute. Thus, it can be considered as the era of commencement of systematic Public Relations in India, which began with the publicity of GIP railways. The most important tool of Public Relations, i.e. the Newspapers introduced in the middle of 19th Century and within a very short span of time, PR became a part of mainstream Journalistic mission. The role of great communicator of India, Mahatma Gandhi, in the development of Public Relations in India and its practice during the freedom struggle is also incomparable.

In India, Great Indian Peninsular Railway Company Limited (GIP Railways) carried on publicity in Public Relations campaign in England to promote tourism to India through mass media and pamphlets. During the time of First World War from 1914-1918, a
“Central Publicity Board” was set up at Bombay (now Mumbai) for disseminating war news to the public and press. This was the first step towards the organized PR set-up of Government of India. After Second World War, the Public Relations activity gained importance and both private companies as well as government started Public Relations campaigns. In 1923, “Central Publicity Board” was renamed as “Directorate of Public Instructions” which in 1939 changed to “Directorate of Information and Broadcasting”. During the Second World War, to mobilize the public support Directorate of General Information was made. Also at that time, number of Newspapers emerged and so the function of PR Department was to control the flow of information.

In 1941, Ministry of Information and Broadcasting was created for the proper functioning of PR services by the government. Then with the Independence arose the era of democratic and republican system using Public Relations services to spread awareness among the people, to keep a connection with the public, and to strengthen the intellectual environment in the country by discussions, open forums and free press.

Modern Public Relations in India started in 1912 with the beginning of Community Relations Program of Tata Iron and Steel Company situated. Then first effort in Private Public Relations is considered with the set-up of a Department in the Mumbai office of Tata Industries Group in 1943. After Independence, in 1950’s, 1960’s, many foreign companies like Burmah Shell, ESSO, Caltex, Dunlop, Philips, Hindustan Levers and Indian Oxygen started their PR Departments at the same time Indian companies began to realise its importance to boost their image and sales which helped them a lot. Prabhakar, M. and Bhanawat, S. (1997), Pp15-16

With the formation of Public Relations Society in 1958, professionalism started in the field to improve and maintain the standards of the profession. Thereafter more emphasis was laid to the Public Relations activities in the Democratic India.
In the 1980’s and 1990’s, some international PR agencies saw potential in the Indian market and came here like Ogilvy PR, Edelman etc. to provide PR services which resulted into the growth of PR industry in India. Later number of Indian PR firms and agencies like Perfect Relations, Text 100, Adfactors PR, Genesis, Blue Lotus etc. popped up and gave a boost to the Indian PR industry. As per the report by Paul Holmes on the status of PR industry released in 2007, bright future prospects are expected in India and China in the coming period. *(Source- Holmes Report 2007)*

As mentioned in the news article published on India Infoline News Service, dated January 27, 2011, Public Relations industry in India is growing with 32 percent annual growth rate and was a 6 billion US dollar industry in 2011 and its size will be double by 2012-13 over 10.56 billion US dollars as per the survey report of The Associated Chambers of Commerce and Industry of India- “ASSOCHAM”. [*India Infoline, Jan 27, 2011*]

Thus, in the present era of commercialization and information revolution, PR has become more important industry. Public sector units, Corporates, Industries, NGO’s, Academic bodies etc. seek public support to fulfill their objectives and thus turn towards PR for the two flow of information and management of the image.

**Public Relations in Rajasthan -**

The Charans and Bhaats in the medieval period of the Rajasthan used to commemorate the qualities, power and good deeds of the Rajput rulers. They were specially employed for this purpose only that through their writings, literature and poems they encouraged the morale of the rulers and at the same time, informed the people about the good qualities of their rulers. Also, the then reformers, and saints played the role of Public Relations practitioners in moulding the opinion of people in desired directions and spreading awareness among them.
Public Relations developed in Rajasthan at the time of Second World War. British rulers started their PR programs in order to gain the support of people during war because Indians provided huge manpower support to them.

After the war, Publicity Bureau and Officers were appointed in the princely states in order to control the false publicity and for the smooth dissemination of other information. In 1942-43, an Information Bureau was set up in Jaipur. Also Publicity Officer, Chief of the Province and two assistants were made and their work was to publish a paper “The Jaipur Newsletter” in three languages. Thus prior to the integration of the Princely States, Public Relations units started functioning in all the states. Bhatia, Mamta. (1995), Pp. 19-20

The Directorate of Public Relations of Rajasthan took the final shape on 30 March, 1949 but reorganized in 1954. Jaipur State’s Publicity Officer R.S. Bhatt was appointed as the Director, Public Relations. From this period to 1991-92, was the developing phase of the Department as many new sections, posts, information centers added. The Jaipur Information Centre started in 1959. Rajasthan State Advisory Board was founded in 1962. Then, the strength of the Department increased to 373 in 1963 and number of sections increased from 8 to 15. The system of news coverage of sessions of State Legislative Assembly started in 1964, and in 1965 during Indo-Pak war, the Directorate performed its duties in much effective way. In 1966 the Rajasthan Public Relations Rules were promulgated. Tele-printer services started in 1972 and mobile exhibition by the name of ‘Roshni Ka Rath’ started functioning in Jaipur in 1977, then the posts of Feature Writer, Senior Photographer, Senior Artists created and thus by 1983, there were one Director, one Joint Director, 5 Deputy Directors and 9 Assistant Directors working for the Directorate. A major development in 1985 was the change in the name from Directorate of Public Relations (DPR) to Directorate of Information and Public Relations i.e. DIPR.
Specific Activities of Public Relations:-

Public Relations: The Multitude

*Public Relations is actually the assembly of facts, ideas about individuals and institutions for various purposes, such as to attract attention, gain prestige, publicize products, or to satisfy public interest in an institution or of an individual.*

![Figure 4.1 Activities of Public Relations](image)

*Public Relations is a means for the public to have its desires and interests felt by the institutions in our society.*

- It interprets and speaks for the public to otherwise insensitive organisations.
- It also speaks on behalf of those organisations to the public to help create public approval and recognition.
• It helps promotion of a company’s goods or services and builds up ‘image’. PR is a means to achieve mutual understanding among institutions and groups, and establish smoother relationships that benefit the public as well as the organization.

• PR can help activate the organisation’s social ethics and therefore foster the goodwill of community.

• It can help overcome false impression of public about the organisation by disseminating correct information.

• It can help get the good will of employees by showing interest in their welfare. Thus it can prevent labour problems and solve any dispute with greater ease.

The contemporary meaning and practice of Public Relations include all of the following activities-

• **Publicity**: Any information from an outside source which is used by the Media because of its news value is Publicity. It is uncontrolled method of placing messages in the Media because the source does not pay the Media for placement or coverage.

• **Press Agentry**: Press Agentry is the creating newsworthy stories and events to attract the attention of Media and to gain public notice.

• **Public Affairs**: Public affairs are a specific and special component of Public Relations which develops and maintains governmental and local community relations in order to sway public policy.

• **Issues Management**: Issues management is the proactive process of anticipating, identifying, evaluating and responding to public policy issues that affect organizations related to their publics.
• **Lobbying:** Lobbying is a specialized part of Public Relations that builds and maintains relations with the government for the purpose of influencing legislation and regulation.

• **Investor Relations:** Investor relations mean that specialized part of corporate Public Relations which builds and maintains commonly beneficial relationship to shareholders and others in the financial community to increase market value.

• **Development PR:** In private or non-profit organizations, this specialized part of Public Relations is practiced to create and sustain healthy relationship with donors and members. It does efforts for the purpose of securing financial and volunteer support.

• **Corporate Philanthropy:** Recognition of corporate obligations and responsibilities towards communities by making financial and other contributions to charitable organizations.

• **Corporate Sponsorship:** Providing support to an event or a cause by devoting corporate resources in exchange for an opportunity to enhance good will, product image and sales.

• **External Communications:** Controlled and uncontrolled messages disseminated in the Mass Media as well as other Communications Media, including Pamphlets, Brochures, Videos, Speeches, Public Meetings, Outdoor Media etc.

• **Internal Communications:** Planned messages are disseminated among employees through a variety of communication channels and means, including Newsletters, Bulletin-Boards, Posters, Notice, Meetings, Get-Together Party etc.

• **Public-Relations-Research:** The term “Public Relations Research” does not describe specific types of research methodology such as content analysis, interviews, public opinion polls or readership surveys. Instead, the term refers to
Public Relations: The Kingpin

any type of research that produces data which can be used in planning and evaluating Public Relations efforts. Basic categories of Public Relations research activities are most common environmental monitoring, public relations audits, communication audits and social audits. Public Relations research can be formal or informal, primary or secondary, qualitative or quantitative. It increase the knowledge of PR Person and help in resolving many misunderstandings and problems.

Additional Activities of Public Relations:

Along with serving as means of achieving marketing objectives, Public Relations professionals undertake additional activities with the purpose of creating and maintaining a positive image of an organization, and preventing the company or organization from the situations of crisis or controversy. These activities include:

• Market Monitoring

Monitoring public response about a company and its products has increasingly become imperative especially with the emergence of information explosion channels and the Internet. Monitoring includes watching what is written and reported in the Print and Electronic Media and also keeping an eye on discussions taking place through various Internet outlets and forums like chat rooms, blogs and other public messaging areas. Marketers must be prepared to respond quickly to erroneous information and negative opinions about products as it can spin out of control very hurriedly through the new technology channels. Failure in correcting wrong information and misunderstanding can be devastating to a product or company’s reputation. It is essential to note that specialized monitoring services help companies keep track of “buzz” about the company and its products.
• **Crisis Management**

PR Persons need to be prepared to respond quickly to negative information about the company. When a problem with a product arises in reality or substantiated only by rumor, then a company’s investment in a product and brand can be in serious danger. Today, with the prevalence of the Internet and wireless communications, negative information can spread rapidly. Through active PR monitoring and strategie, such problems can be tracked rapidly and immediate action on time can help in such a situation. For managing response effectively, many companies have crisis management strategies in place that outline steps to take and spokesperson of the company speaks on behalf of the company to resolve the confusion or provide clarity on the issue. A good PR professional always finds opportunity in the situation of a crisis. *Van Hook, S. R. (2000).* Pp.6.

• **Corporate Social Responsibility:** The image, respect and name of any organization established not only on the basis of its expertise in the field and quality work but also on the basis of its attitude towards society. How it looks towards the social development and needs of the local people as well as the nation in totality. This is called as Corporate Social Responsibility. CSR is an initiative of Public Relations in order to engineer public support and earn favorable Public Opinion.

• **Advertising** - It is the paid form of presentation and promotion of the ideas, goods and services. The advertisements are given in the different mediums of communication with the aim to disseminate message, to create favorable image, and to establish goodwill. It is an important tool used by PR but now-a-days, the people have started doubting the content of advertisements and thus, PR is being considered more credible than advertising. *Sharma, D. (2004).* Pp.22
The Challenges

PR is not just acting ‘smart’ arranging or attending cocktails, remaining in attendance on the boss and even the madam, cultivating media persons, managing to get unfavorable stories ‘killed’ and getting favorable headlines and stories in the Media. It is in fact, a very serious, painstaking, challenging and rewarding job. He gets both bouquets and brickbats. He has to meet the challenges for his own survival and advancement. The Public Relations practitioners have gone through periods of trials and tribulations in the last few decades. They now have to face newer challenges. The patronage and status they enjoyed in a protected economy, where they had the status of extended limb of the government, will no longer be there. *Sardana, C.K. (1995).* Pp8-10
The Print or the Electronic Media are not going to give them any exceptional treatment. Their professional abilities will be put to test. Modern means of communication have shrunk the globe and performance of our economy and undertakings will be watched closely by the world. The Media scene too has changed. Newspapers no longer enjoy the near monopoly they did till a few years ago. The Audio-Visual Media is playing a big role in moulding the minds of the people. In this environment, only those who are capable of competing will survive. Others will just get washed away.

- **Media Relations and Credibility**-

  A big challenge of Public Relations is to deal with the Media. It is not just about sending out press releases. It demands networking with the Media and maintaining relations with the people running the Newspapers. PR Persons must know how to network with them, how to manage their relations with the Press. It is fact that there is a mutual dependence between Print Media Persons and Public Relations Persons; one requires information and other need a medium to spread its information but the issues of identity, ethics and competence are undermining PR's reputation. Verma, K.P. (2008), Pp. 53.

  Lack of respect and non-cooperation of Media Persons is a critical challenge for PR professionals and industry. As long as the misconceptions will remain, PR persons’ credibility will be in jeopardy. Despite its strategic management function, PR continues to be perceived as simply publicity. At the same time, members of the news media, no matter how hungry they are for stories, remain justifiably skeptical about the newsworthiness of releases sent to them.

- **Expansion of Information Technology**- In order to be effective in the new millennium, PR needs to stay ahead in the technology. Earlier it was about tackling the educated and the opinionated but now it is very complex because of the high level technology like that of Internet, mobile technology and other new
developments. Today People are more knowledgeable. PR is a field that is entwined with the community, so they must be updated and skilled. The survival and success of an organization in the present-day world largely depends upon the effective management of Information Technology, which revolutionize all aspects of social development through new thresholds in human connectivity.

The advent of the Internet has changed the rules of the game. The role of Information Technology has emerged in all sectors of human development and the Public Relations can play a crucial role by creating greater awareness among the people and by generating opportunities for the people to understand the latest technologies as well as developments. This way, they can disseminate information among people quickly and effectively and thus, ensures the welfare of the public.

• **The “Expectation Setting” Challenge in PR** – It is true that demanding or expecting great Media coverage is not unreasonable but it is certainly unreasonable to make that demand without truly listening PR Person’s expert advice on how-to makes it happen. Good Media coverage requires careful and a proper planning. It requires spadework in form of dozens of pitches tailored for specific newspapers or reporters and bloggers, and a vigilant logistical dance in setting up the appointments.

• **Misconceptions/ Myths** – So many myths have been attached to PR Profession and Professionals. PR means different things to different people. To some, a PRO is a lucky guy who is well dressed, talk slang, is a frequent invitee to cocktails and dinners, master in the art of wangling etc. Another myth about PR Person is that he has the knack of pleasing people, clever enough to get only a rosy picture of the organization published in the Print Media and available for carrying and holding the brief case of the boss. There are umpteen instances where people have
been brought into PR on the basis of the myths only, the glamour and the expertise in calming people has also brought them dividends by way of fast promotion and other favours but quick return to their original discipline leaving PR where it was. The reality of the PR is altogether different. PR is a very serious, painstaking and committed job which can best be handled by professionally qualified, calm and trained person who should have capability to fight with these myths and establish his position as a friend, philosopher and guide for the management as well as for the public. **Prabhakar, M.(2006).** Pp.12

- **The New Rules for Public Relations** - New rules and changing strategies are required to cope with the challenging times of competition, information revolution and expansion. Placing a company as a leader of the market and significantly increasing media visibility is what successful PR is all about in the challenging times of economic downturn and unstable economy. A strategic Public Relations initiative can strengthen a company's position and competitive edge during the times of economic crisis or in any unfavorable situation. One of the most effective Public Relations practices used by successful companies is “Thought Leadership”. It is an art of communicating a strategic vision to others in an informative and convincing way. Masters of thought leadership do not speak above or below their audience, but directly to them. Understanding their public empowers thought leaders to position themselves as experts in their given field while creating their message in a way that influences their audience in a positive manner. **Blake, M. (2010)**

> “Today, the PR industry is under more review than ever before. The days of constructing a company on hype and rumour are gone.” Thus, today PR needs to be accountable, and whatever information they deliver should be true and research based. No PR can afford to take risk of fake or exaggerated publicity as
today the companies envision the long and healthy relationships with the community which is more enlightened now.

In any economy, smart companies examine their budgets. Regardless of the price paid, executives seek quality and return on investment. This puts the PR industry under pressure to show value for every hour worked and every penny spent. Thus, in present times Public Relations should be quick, tactical, flexible, and cost effective. Competitive and economic environments are changing rapidly and fast response to these changing environments is crucial to ensure the success of any PR campaign.

Public Relations is a component of management discipline but even before the materialization of industry, business and government, it was in practice in people’s daily life. Today the essentiality of this function is seldom questioned in a time when world suffers from conflicts in which confrontations too often dislocate communication. As society continues to become more massive, more impersonal, more segmented, the need for Public Relations grows. The practitioners, individually and collectively, have made progress in improving their competence and in raising the ethical level of their work.

**Tools of PR**

**Publicity Media**— The Print Media, TV, Radio, Films and Documentaries, New Media etc. are the different mediums of mass media which plays an important role in disseminating information among the target groups to achieve the desired goals. The Print Media has played an instrumental role in awakening the large number of people during the freedom struggle. Thus, publicity through Press or Print Media is an effective tool with highest impact. Also the Language Press can help in targeting the audience of specialized interests.
Television is another effective medium with the highest popularity among all the mediums of communication as it informs, educates and entertains the people with audio-visual mode. Then another medium is Radio, which is a mobile medium and possess the qualities of a direct personal medium as it use the spoken word for the most part to convey the message. Public Relations department or personnel need to prepare an apt press release, press briefings, and should arrange press conferences to provide clear information to all these mediums.  


Also the message can be communicated through Films/Short Films or Documentaries based on a particular subject. Films make a powerful impact on the audience with its audio-visual qualities. And impact of the news media like internet, teleconferencing, mobile communication, social media etc. has also become prominent now-a-days. 

**Oral Communication-** It is an age-old tool used for communication. Before the introduction of writing and technologies of communication, oral communication was the only means to communicate. It may be carried through meetings, speeches, telephone calls, public address system, panel discussions, counseling, workshops, seminars etc. This medium is very much effective, fast and less costly but at the same time it has limitations that the message cannot be retained for long and also there is a possibility of misinterpretation. 

**Printed Literature-** Printed Literature is most essential thing for any business, organization and service whether it is commercial or non-profit making. The house journals, annual reports, brochures, catalogues, booklets, leaflets, annual reports, direct mail etc. comprise of Printed Literature which keeps the record, helps to inform and persuade target audience about a product, service or an idea. Also, the photographs are a vital source to attract the attention and provide a proof of the facts or events.

**Exhibitions/Fairs-** Exhibitions are another device, which serves as an effective tool of PR. Many a times people do not participate in formal meetings, workshops etc. out of
disinterest towards long speeches and other formalities attached to these programs but exhibitions and fairs have an interesting and relaxed ambience with various source of entertainment, food stalls etc. Thus, they have a potential to attract large number of people and instead of long speeches and boring sessions, they display the Posters, Photographs, Animated Flow Charts and Diagrams, Murals, Sculptures, Audio-Video Aids and interesting Literature etc. Organising Exhibitions/Fairs, Puppet Shows, Community Songs and Dance Programs, Nautanki, Tamasha, Street Plays etc. are the powerful forms of Traditional Media which provides information, education and entertainment to the rural uneducated folks.

Advertising- It is the paid presentation and promotion of the ideas, goods and services. The advertisements are given in the different mediums of communication with the aim to disseminate message, to create favorable image, and to establish goodwill. The various types of advertisements include Print Media (display ads in newspapers & magazines and also leaflets, flyers, posters etc.), Electronic and New Media (audio-visual ads on TV, Radio, internet, mobile etc.), Outdoor Media (hoardings, gantries, kiosk poles, display ads on mobile vans, visual ads on railway station, airports, restaurants and other public spots). Also in these times of aggressive marketing and promotional strategies, promotional literature and material referred to as P.O.P. i.e. point of purchase is very important tool as it influences the consumers’ decision regarding purchase of any product. 


At the same time, Public Service Advertising contains the purpose of public welfare and educating the people about various policies of the government so that they can avail maximum benefit out of it. These advertisements are also used to improve and maintain the good image of the Government and generate Favourable Public Opinion.

Special Events- Special events are the most visible component to maintain community relations. Special events include Celebration of Local and National Festivals and Days,
Organising Music Concerts, Plays, Book Fairs, Career Fairs, Trade Fairs, Jewellery Shows, Literary Weeks, Honouring Famous Artists, Celebrities and Intellectuals etc. These programs are entertaining as well as informative and people look forward to such programs in advance. Also the promotion of any attached product or sponsors through these events becomes very much convenient and convincing.

**Media Relations**- it is an important activity of Public Relations at the same time an important tool for a Public Relations Practitioner because good Media coverage and support from Media can be availed only by maintaining healthy and good relations with media persons. Through press releases, press conferences, press briefings a Public Relations Person can establish a rapport with Media persons. Also the hospitality arrangements, arranging visits and tours for media persons in order to ensure their participation in the press conferences and meetings comes under Media relations.

**Powerful and Significant Industry**-

Today, Public Relations Industry has covered a long distance with all its specializations and functions. It has left not even a single field or area from its influence. PR services are being hired by Railways, Postal Services, Defense Forces, Educational Institutions, Hotel Industry, IT industry, Corporates, Travel and Tourism etc. It has taken over every Government, Non-Government, Private and Public Services and Organisations. Thus, PR as a Management function and Human Relations Science is continuously developing in the currently times and has emerged as a significant industry.

This industry and its actors mainly work through the Media to spread information, persuasion and opinions among the public for their clients, companies and organisations. Networking, relation-building, organizing events and activities intended to be published in the news media are thus part of their everyday work. *The PR phenomenon and its power in the democratic process is significantly increasing in the current times*. It is
providing factual and essential information of the government policies and plans to the public via media, and at the same time, it draws the attention of the governing bodies towards the problems and concerns of the people.

In the desperate world of finance, where confidence and image are everything, the PR companies play a pivotal role and they push their advantages as far as they can. Taking place in headlines of any business newspapers or magazine or coverage of any particular company can translate into a boost in the share price. Equally planting "negative PR" stories might hamper competitors. Financial PR took off in the 1980s and has been growing at an amazing rate.

**PR is a powerful tool to generate awareness and brand recognition for any industry.**

It manages the flow of information between an organization and its public. Its regular activities include working with the press, speaking at conferences, winning industry awards, and employee communication etc. Now, as time has changed, technology has created new ways to build a brand and favorable image for the company. Beyond traditional techniques, increasingly, companies are utilizing interactive social media outlets, such as blogging, micro blogging, and social media updates etc. Sengupta, S. (1998). Pp.19

**PR is more credible than Advertising.**

Many big players are comparatively low purchasers of Advertising but heavy supporters of PR. Many organizations and entities use less Advertising, but are frequently featured in Business Magazines and the Newspapers, which carry incredible credibility in comparison to the paid advertisements. Public Relations can make a long-lasting impact on public with its convincing information and presentation style. Moreover, PR happens to provide publicity in a low cost and sometimes even free. It is a low-cost alternative and
more effective than other marketing tactics such as traditional Advertising, Media buying and other Marketing strategies.

In case of PR, the organization does not need to pay for the coverage in the media, rather it pays to the PR person to develop and circulate stories and attract the attention of media. If the company develops an attention-grabbing story, it could be picked up by any media, which is equivalent to millions of Rupees advertising. Advertising, no matter how brainy, amusing, dramatic or artistically pleasing, is a self-promotion to which people are very skeptical now-a-days. Also, Advertising is very expensive, especially if you have a big market to cover.

The creative presentation of special events, publications, social events, CSR activities and other PR techniques provides ways to a business to differentiate itself and its products from the challengers. Sengupta, S. (1998). Pp.15

**PR companies have become a necessary support for the Media, "Just like an alcoholic who cannot accept that he has a drinking problem, the Media Persons have also got addiction to PR but sometimes they do not agree or realize it."** The influence of the PR industry is visible in many different shapes in the routine of Media Persons. It includes the traditional press conferences, press releases, press tours and visits organized by PR persons and the modern practices like that of arranging creative events, activities and initiating campaigns and forums which serves as a creative source of information for them. These strategies for controlling the news agenda are based on feeding and serving the Media with material.

**Public Relations is the imperative link between an organisation and the public.** The Public Relation’s main function is to create good communications. A Public Relations Practitioner creates and develop sustainable communication channel between an organisation and its publics. According to PRSA (Public Relations Society of America), the Public Relations Expert executes several activities like planning strategies,
relationship building, developing and editing press releases, speeches, and newsletters, organizing events and undertaking research and evaluation.

According to Leeper (1996) “Ethics must be an inseparable part of Public Relations”. Public Relations Persons should always act ethically, their efforts to improve and maintain the image of the organization should be honest and should not hinder the public interest. Use of unethical means to develop any organization can ruin its reputation permanently. Thus, Public Relations Specialists must be honest at all times and must always guide their clienteles in an ethical direction. A Public Relations Person is the face of any organization and so he is supposed to be ethical, truthful and creative. Seitel, F. P. (2004). 39-49

Considering the rapid changes in the industry, there is a requirement for Public Relations professionals to upgrade their skills. It is not that PR professionals do not need the basic attributes and skills that they have always needed such as writing, communication skills, an eye for detailed news and pro-activeness, and of course, media relations but to step forward, they need such talents and personality traits which are different from others.

Public Relations and Government

Encouraging participation of people is the most challenging task in a democratic government. Public Relations is an essential part of management of Central as well as State Governments. PR in Government Departments has three chief responsibilities – Firstly, to provide regular information regarding policies, plans and achievements of the Government, Secondly to inform and educate the public on legislation, regulations and all matters that affect the daily life of citizens and Lastly, to inform and update the government regarding the feedback and response of the public and to instigate the governing bodies to work for public interest. Thus, Government PR works as a link
between governing body and its citizens which facilitates the healthy democratic system.


The Department of Information & Public Relations (DIPR) seeks to inform, educate and entertain the large number of people, including villagers through printed materials, films, exhibitions, field publicity, and other audio-visual means besides maintaining close liaison with the media by regularly feeding them with background material and news of the policies and activities of the Government.

In Government, Public Relations Specialists—who may be known as Public Relations Officers, Press Secretaries, Information Officers, Public Affairs Specialists, or Communication Specialists etc. informs the public about the activities of different agencies, policies and issues related to their areas and about the roles and responsibilities of various officials. Also, the information officers conduct numerous interactive or one to one communications with the people or targeted groups in order to understand public needs and opinion. Another primary objective of Government Public Relations is to ensure that Good Governance is practiced. No money or effort can enhance the image of government that is established by Good Governance. Thus, the most important function and objective of Government PR is to encourage and ensure the participation of the people. This is usually done by the help of effective media relations. Also the traditional mediums of communication like puppet shows, street plays and other popular means like fairs and exhibitions contribute in the dissemination of Government PR messages to the public.

The Objectives of the Government PR Department are:-

- To publicize the government policies, accomplishments and numerous programs of public interest.
- Monitoring and analysing Public Opinion.
• To organize exhibitions, film shows, cultural programs and to introduce publications to accomplish the goals.

• To establish coordination with the administrative and various Government Departments and officials to collect the information and finally spread that information to general public by the help of media.

**Roles of Government PR:-**

Government Public Relations in a democratic state Informs the citizens about the policies of government and earn their acceptance and support; Earns the approval and support for new laws and initiatives; Keeps the citizens informed with the issues, problems and actions at all levels of government so that they understand and support the handling of it; Motivates the citizens’ interest and enhance their understanding of government and its agencies, processes, and programs; Facilitates voter’s decision-making by giving them factual, sufficient and updated information; Enables citizens to make use of government services fully by frequent, timely, and latest information; Improves the effectiveness of functions and operations of government agencies through appropriate Public Relations techniques; Advises government leaders and administrators regarding proper communication of any decision or program to the target or general publics; Provides feedback to government leaders and administrators so that the concerned policies, laws, programs or projects can be modified, amended, continued or halted to meet public interest and demand and Formulates communication strategies for the government as well as implement and evaluate them effectively. Verma, K.P. (2008), Pp. 28-38

Thus, the main role of Government Public Relations is to increase an interactive, ethical and sustainable communication in order to win the understanding and support of the citizens. They gauge Public Opinion, examine and determine its impact on the government and advise accordingly to enjoy the continuous public support.
Government Public Relations Professionals equally serve two masters i.e. their employers (the Government) and the public (Citizens). They provide the “information” with complete, candid, continuous reporting of government’s action by the medium of accessible channels for citizens’ feedback. Presently, it also promotes the E-Government so as to enable citizens to communicate with the government more conveniently and effectively which provides them easy facilities to pay their dues, taxes or to take advantage of other online services.

Thus, the 21st century raises several challenges as well as opportunities for the Governments. A nation’s reputation, profitability, and even their continued existence are very much depended on their citizens’ support. This support does not come by itself. It comes through an effective, interactive, ethical and sustained communication which is being facilitated by the PR Professionals.

**Public Relations and Public**

Public Relations is something additional than general Media stories or predetermined press releases. The PR as a whole covers a heroic mission of managing communications and interdependent relations flanked by a company and its public.

- **PR and Good Governance**

  This is the fundamental duty of Public Relations to work for the cause of the society which constitutes the Stakeholders or the Public of an organization. The behavioral and psychological changes in the public towards the image and goals of an organization are the factors responsible for the victory of Public Relations. Public Relations is the driving force in Good Governance and for the good of society.
According to Chinese Philosopher Confucius, a good Government is one which has the trust of the people. Among others, the United Nations Development Program prescribed five basic principles of Good Governance. They are:

- People’s Participation
- Transparency
- Responsiveness
- Accountability
- Right to Information.

If these five principles are followed, Good Governance can be achieved in every sector.

Neglect of these principles and ethical dimensions resulted in frauds like Enron and Satyam. As such both corporations and Public Relations are expected to follow certain ethical and spiritual values in order to accomplish the ideals of Good Governance.

The Satyam Computers Services fraud involving Rs.7100 crore is the biggest scam that surfaced in the world in 2008. It has shaken the credibility of the organization on the one side and the business trust of the shareholders, investors, employees, customers, regulators and other stakeholders including general community on the other hand. The Satyam Scandal has generated a significant decline in people's trust in business. Decline in business trust bears an eloquent proof to the fact that there has been a decline in Good Governance.

**CSR Activities—An Initiative of PR—**

By the use of CSR activities i.e. corporate social responsibility activities and events, PR departments of many big conglomerates and companies are encouraging their companies to work and spend for the social causes. This new term has been developed by PR only, though it is helping to improve and boost
the image of the organization but in other way, it is a good sign that even big corporate or money minded giants are spending some time and money for the service of the people. Finally, the main purpose is to help the companies achieve sustainable growth and the public welfare.

Public Relations Ethics in dealing with the Stakeholders

Ethics are the most important ingredient of the PR industry. Ethics may also be described as knowing the difference between 'what is right and what is wrong, what is ethical and what not'. Mahatma Gandhi advocated a golden rule that 'Doing business without morals is a sin'.

Code of ethics serves as a moral compass in managing stakeholders’ relations. Moral awareness is a prerequisite to successful relationships with all types of publics, besides adhering to business ethics. Two economic earthquakes of 2008 - one in America - the global financial meltdown due to bankruptcy of many investment banks and the second one, the Rs.7100 crore Satyam Computer Service fraud in India, have not only shaken the credibility of the organizations but also the business trust of the shareholders/stakeholders and the general community all over the world.

These two economic quakes indicate the failure of economic governance and that demands a paradigm shift in overall business ethics.

As per the Nobel Peace Prize "In the 21st century, continued existence will be a more difficult and shaky inquiry than ever and the morals required of PR must be in the same way complicated", Moon, C. and Bonny, C. (2008). Pp.69

Economic liberalization, privatization, globalisation and technology are changing the face of industry and business in the world as well as in India. It has resulted in global competitive marketing environment in which the fittest and fastest to change alone will
survive. In fact, it ushered new economy with public-private partnership that has fetched more complications to the business environment, changes the ethical dimension and raises new ethical issues in managing their relationships in different local, national and international levels with individuals and with other organizations. The success of these relationships depends upon the open, accountable and responsive inclination of corporations to their stakeholders. Grunig, J. E. (1995). Pp. 512-519.

Avoiding these ethics can damage an organization and the PR industry as well. It is nothing more, and nothing less than the goodwill of all stakeholders. The concepts of ethics are commandingly increasing the attention of the world than before.

Effective Management of Stakeholder Relations

How a company manages its relationships with stakeholders can create the difference between success and failure, however good a product or service might be. A stakeholder is an individual, group or part of the society who demands the attention, resources or output from the organization. They are effected by the working and management of that organization because they have a stake or some risk in it, and therefore something to gain or lose. Here comes the main function of PR to maintain and manage good relations with the stakeholders and satisfy them to impact their attitudes, decisions, and actions for mutual benefit. The stakeholders might not be motivated to cooperate if they do not gain something from the relationship. Dinan, W. and Miller, D. (2007). Pp. 47

PR Honesty, Transparency& Accuracy for the Stakeholders

PR practitioners must speak the truth and tell the truth. Good relations with the stakeholders are built and maintained only through honest, transparent and accurate audience oriented information provided in an atmosphere of mutual trust and understanding. Today, we have arrived in a real age of transparency and in the times of
heightened scrutiny, where every stakeholder has access to the several sources of information. In this environment, any discrepancy in the company’s messages and information can create a damaging impact on the public. Prabhakar, M. and Bhanawat, S. (2001). Pp.65-68

PR is the helping hand of the Stakeholders / Publics

The publics or the stakeholders are the rulers of any organization. Relations with stakeholders and their services are the priority for any PR Organization/Department. PR inform, aware and educate them and seek their participation in tackling all the situations, competition, pressure and crisis. Thus, Public Relations Professional works to help the organisations manage the relations with their stakeholders, who are “most important people” to them.

Media Relations to Reach the Target Publics –

PR- Media Relations for PR-Public Relations

Media is the lifeblood of Public Relations. In fact, Media comes first in the scheme of Public Relations practice, because plans and programs of an organisation cannot reach the target audience without Media. Public Relations Profession owes its origin a century ago to the need, US corporations felt, to defend themselves against adverse coverage of newspapers. Coal companies, Railways then engaged publicists to present their factual viewpoints. Public Relations role as a provider of public news to the Media is termed as 'information subsidy'. PR material is supplied free of cost. PR and Media are intertwined. While Media is hungry for public information, PR is the source of information.

As such, journalists need Public Relations Professionals every bit as much as public relations people need journalists. Now-a-days, most of the news reported in the Media
has its origin from Public Relations departments of a business group, government or non-profit organizations. Maintaining Media Relations is one of the most important, and certainly, the best strategy used by Public Relations Professionals to communicate and develop relationships with the public.

However, there are ethical dilemmas inherent in the very nature of media relations. There exists mistrust between PR people and the Print Media which is highly problematic. Journalists consider PR practitioners as manipulators of the truth, because they project only management oriented positive news, suppressing news of negative nature. Public Relation's dark side of the moon, is the role it plays in suppressing or at least minimizing the report of organisation's bad news, while the corporate sector feels that Media can be purchased to get favourable news published as the news is for sale. So it seems that two fields are on a pretty even footing when it comes to the moral high ground.

**PR- Major Player in Shaping Public Opinion –**

The conscious and smart manipulation of the organized habits and opinions of the common people is very important in a democratic society. One who operates the unseen mechanism of society establishes an invisible government and has got a true ruling power. The people are governed, their minds are moulded, tastes are formed, and their ideas are proposed largely by those, whom they have never heard of. This is the way in which our democratic society is organized. The human beings need to cooperate if they are to live together and for the smooth functioning of the society. In every field, whether it is politics or business, social conduct and moral thinking, people are dominated by the relatively small number of persons who understand the mental processes and social patterns of the masses.

The 21st century is the most exciting time for the profession of Public Relations, which is thriving in all the sectors as it is fulfilling the information gap and boosting people
power. As John Beardsley, PRSA’s former president said that PR is a constant process of speaking, listening and answering and thus promotes mutual understanding and serves public good. Prabhakar, M.(2006). Pp.3-10

Thus, PR persons have now emerged as those smart professionals who understand the minds of the people and are capable to influence them, thus, becomes the major player in shaping the public opinion.

• **Respondents’ Opinion about Impact of PR in Shaping Public Opinion**

As detailed in research methodology that separate and specific questionnaires were filled by *Print Media Persons, PR Professionals, and Readers* who acted as respondents in the present study but the sections in all the three sets of questionnaire were same. Thus, the views of the respondents on Section C of each questionnaire i.e. “Impact of PR in shaping Public Opinion” are analyzed as below:-

**Print Media Persons as Respondents for Impact of PR in Shaping Public Opinion**

All the sample respondents of this category i.e. Print Media Persons (n=100) replied this section which deals completely with seven questions as a whole. Question no 9 to question no 13 are objective in nature and deals with the statements which directly discusses the role of Print Media Persons and the impact of PR in Shaping Public Opinion. The first five statements given below in the table 4.1 seeks to find the combined impact of Print Media and PR in shaping Public Opinion.
Table 4.1 Opinions of Print Media Persons for Impact of PR in Shaping Public Opinion

<table>
<thead>
<tr>
<th>Statement no</th>
<th>Statement</th>
<th>Opinions of Print Media Persons (n=100)</th>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>S9</td>
<td>Print Media and PR Persons together can play a pivotal role at the grass root level by providing information to the people?</td>
<td></td>
<td>77</td>
<td>23</td>
</tr>
<tr>
<td>S10</td>
<td>Print Media has a direct, immediate and powerful influence on its audience.</td>
<td></td>
<td>61</td>
<td>39</td>
</tr>
<tr>
<td>S11</td>
<td>Should media be separated from advertising and PR industry?</td>
<td></td>
<td>17</td>
<td>83</td>
</tr>
<tr>
<td>S12</td>
<td>Can Print Media influence a person’s thought process?</td>
<td></td>
<td>81</td>
<td>19</td>
</tr>
<tr>
<td>S13</td>
<td>Can Print Media influence people's choices regarding religion, society, democracy, government, lifestyle etc. by the help of PR?</td>
<td></td>
<td>72</td>
<td>28</td>
</tr>
</tbody>
</table>

Graph 4.1 Opinions of Print Media Persons for Impact of PR in Shaping Public Opinion
It is evident from the above responses of respondents that to provide information to people from root level the major contributing factor is Print Media and PR Personnel together, this is signified as 77% of Print Media Persons agreed with the fact and 23% denied the fact. While calculating the influence created by Print Media on its audience 61% of Print Media Persons agreed with the statement 10 and only 39% said that the Print Media does not have direct, immediate and powerful impact on audience.

It is true that the major revenue for all forms of Media is generated by advertisements of that form of Media such as Newspaper advertisements, Classifieds, or TV and Radio advertisements. If this important revenue source is separated from Media than how long the Media will economically survive at the same time PR industry is the main source of information without which Media people will not get any facts, data and news. Therefore the statement 11 clarifies the Print Media Persons views on this as 83% of Print Media Persons disagreed to separate advertising and PR from Print Media only 17% agreed with the statement.

As explained earlier the Print Media in various forms influences the thought process of public and therefore forms Public Opinion, was also significantly proven with the statement 12 as out of all Print Media Persons as respondents 81% agreed with the statement and only 19% said No.

People’s Choices related to Religion, Society, Democracy, Government and Lifestyle etc. are also influenced by Print Media by the help of PR Persons as 72% of the respondents in current section agreed with the statement 13 and only 28% rejected the fact. This proves that the information passes from Print Media to the people, is a contribution of PR and thus, PR can influence and shape the Public Opinion on various issues directly or indirectly.
Statistical Analysis of Table 4.1:-

- To prove the hypothesis $H_0$ “Public Relations influences Print Media and Print Media in turn creates Public Opinion. Thus, Print Media directly or indirectly serves as a tool of Public Relations in influencing Public Opinion”, on the opinions analyzed above, the Chi Square test was applied and results are as follows:-

Chi-squared Test for Independence

Chi-square: 229.23

Degrees of Freedom: 12

Table size: 5 rows, 4 columns.

$P$ value is < 0.0001.

The row and column variables are significantly associated.

**Interpretation**- The above $P$ value is considered significant and this signifies that hypothesis $H_0$. i.e. Public Relations influences Print Media and Print Media in turn creates Public Opinion. Thus, Print Media directly or indirectly serves as a tool of Public Relations in influencing Public Opinion is proved to be significant and accepted.

All the Print Media Persons of Jaipur under study responded to the fact that Print Media has a direct, immediate and powerful influence on its audience and they rated the power of print media and its impact in shaping public opinion with the help of statement S14 and the respondents reply is stated in table 4.2 below:-
Table 4.2 Opinions of Print Media Persons for S14

<table>
<thead>
<tr>
<th>Statement</th>
<th>Excessive effect</th>
<th>Moderate</th>
<th>Subtle</th>
<th>Negligible effect</th>
</tr>
</thead>
<tbody>
<tr>
<td>S14: Print Media has a direct, immediate and powerful influence on its audience. If Yes, How do you rate the power of Print Media and its impact in shaping Public Opinion?</td>
<td>12</td>
<td>54</td>
<td>19</td>
<td>15</td>
</tr>
</tbody>
</table>

Graph 4.2 Opinions of Print Media Persons for S14

It can be assumed from the above analysis that Print Media has the power to influence the Public Opinion, and this is significantly proven by the response of Print Media Persons. Maximum of the respondents i.e. 54% have opted have opted for the Moderate impact of Print Media, 12% accepted the Excessive effect and 19% agreed with subtle i.e. little effect. Only 15% of Print Media Persons opined that Print Media has a negligible impact in shaping Public Opinion.

All Print Media Persons produce many articles and write up’s which are directly based on press releases of PR persons. To find the evidence of frequency of these write up’s statement S-15 was analyzed among Print Media Persons as respondents of current study and the reply is analyzed in table below:-
Press releases are produced by PR Departments of all political and corporate houses and mostly are the source of all major information conveyed to public. These press releases are dropped or handed over to all Print Media Persons of concerned state, country etc and these work as tool for media persons to prepare their write up’s for news. But practically it has been evolved from the above data that 43% of Print Media Persons use up to 25% press releases, and 38% of them agreed to use 25% to 50% of these press releases for their write up’s, important news and articles. It clearly signifies that the write up’s prepared by Print Media Persons are based on the information provided by PR Persons as overall 81% (38+43%) Print Media Persons accepted that up to 50% times they use press releases provided by PR Persons. Thus Print Media is very much dependent on PR and the information provided by PR Persons.
Statistical Analysis of Table 4.3:-

To prove the hypothesis $H_0$ “Public Relations influences Print Media and Print Media in turn creates Public Opinion. Thus, Print Media directly or indirectly serves as a tool of Public Relations in influencing Public Opinion” on the opinions obtained from the above statements, the Students “t” test was applied to the above data and results are as follows:

One sample t test

Does the mean of Column A differ significantly from 0.000?

The two-tailed P value is 0.0449, considered slightly significant.

$t = 4.560$ with 3 degrees of freedom.

95% Confidence interval

Mean difference $= 33.333$ (Mean of Column A minus 0.000)

The 95% confidence interval of the difference: $-6.204$ to $56.204$

Assumption test: Are the data sampled from a Gaussian distribution?

The one sample t test assumes that the differences are sampled from a Gaussian distribution. This assumption is tested using the method of Kolmogorov and Smirnov. The Kolmogorov-Smirnov distance (KS) is $0.31$

The P value is $>0.10$ The data passed the normality test with $P>0.05$

Interpretation-

The above P value is considered significant and this signifies that hypothesis Ho i.e. “Public Relations influences Print Media and Print Media in turn creates Public Opinion. Thus, Print Media directly or indirectly serves as a tool of Public Relations in influencing Public Opinion” is proved to be significant and accepted.
Opinions of PR Professionals regarding the Impact of PR in Shaping Public Opinion

All the sample respondents of this category i.e. PR Personnel’s (n=100) replied this section which deals completely with seven questions as a whole. Question no 8 to question no 12 are objective in nature and deals with the questions regarding the impact of PR in shaping public opinion. The details of these statements and respondents reply is shown below in table 4.4

<table>
<thead>
<tr>
<th>Statement no</th>
<th>Statement</th>
<th>Opinions of PR Persons (n=100)</th>
</tr>
</thead>
<tbody>
<tr>
<td>S8</td>
<td>The majority of Journalists create Newspaper articles based on information given by Public Relations Professionals.</td>
<td>67</td>
</tr>
<tr>
<td>S9</td>
<td>Is PR necessary in order to generate connectivity and to get the information?</td>
<td>64</td>
</tr>
<tr>
<td>S10</td>
<td>Do you believe that people are dependent on media specially the Print Media to get the information?</td>
<td>54</td>
</tr>
<tr>
<td>S11</td>
<td>Is there a difference between the opinions and interests of Journalists and Public Relations Professionals?</td>
<td>61</td>
</tr>
<tr>
<td>S12</td>
<td>Public Relations Professionals believe that by giving their voice to the client or to various interest groups they expand the market of ideas?</td>
<td>91</td>
</tr>
</tbody>
</table>

Graph 4.4 Opinions of PR Persons for Impact of PR in Shaping Public Opinion
From the above table and graph the views of PR Professionals regarding the impact of PR in Shaping Public Opinion states that 33% of Jaipur PR Professionals under the study disagreed that the articles published by Journalists are based on the information of the PR Persons. 67% of PR Persons accepted that the information given by PR Persons is the major source of the articles of Journalists.

The statement 9 of the current section of study ascertains the necessity of PR in order to generate connectivity between the organisations and their public and to spread the relevant information. 64% of PR Persons under study agreed and 36% rejected and believed that PR is not much necessary for connectivity and for information circulation.

As stated elsewhere in the current study that people are dependent on many media technology and many novel technologies has substituted the traditional Newspaper Media for getting desired information. The same fact was analysed by PR Persons in present study with the help of question statement S10 which says that people are dependent on Media especially the Print Media for information and 54% respondents i.e. PR Persons said YES and 46% which are nearly half rejected it.

Many a times it is seen that there is a close relation between Print Media and PR Persons and they are dependent on each other but their opinions differ and also their interest varies. This was significantly proved with the analysis of the opinions of PR Persons in statement S11 which is accepted by 61% PR Persons and 39% disagreed.

PR Professionals are kept with the vision of expansion of their organizations in various ways and to clarify this fact the statement S12 was analyzed and 91% significantly agreed that PR Persons by giving their voice to the clients try to expand the market of ideas. Only 9% of PR Professionals denied the significance of above fact.

**Statistical Analysis of Table 4.4:- To prove the hypothesis H₀ Public Relations influences Print Media and Print Media in turn creates Public Opinion. Thus, Print**
Media directly or indirectly serves as a tool of Public Relations in influencing Public Opinion, on the basis of opinions analyzed above, the Chi Square test was applied to the above data and results are as follows:-

Chi-squared Test for Independence

Chi-square: 72.926

Degrees of Freedom: 4

Table size: 5 rows, 2 columns.

The P value is < 0.0001.

The row and column variables are significantly associated

Interpretation-

The above P value is considered significant and this signifies that hypothesis Ho i.e. Public Relations influences Print Media and Print Media in turn creates Public Opinion.

Thus, Print Media directly or indirectly serves as a tool of Public Relations in influencing Public Opinion is proved to be significant and accepted.

To ensure the priorities of PR Professionals, question S-13 of the current section was analysed in the study and respondents response is shown in table 4.5 below:-

<table>
<thead>
<tr>
<th>Statement</th>
<th>Opinions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>S13:-The priorities of the Public Relations Professionals are:-</strong></td>
<td></td>
</tr>
<tr>
<td>To ensure the proper content and clarity of message in the press releases</td>
<td>29</td>
</tr>
<tr>
<td>To put the exclusiveness within the release</td>
<td>51</td>
</tr>
<tr>
<td>The distribution time</td>
<td>04</td>
</tr>
<tr>
<td>Media selection</td>
<td>16</td>
</tr>
</tbody>
</table>
From the above data it can be revealed that 51% of PR Personals tries to put exclusiveness in their press releases. Only 29% are concerned to produce the clear message about the press releases. 16% of PR Persons has the priority of selection of media for specific news. They try to select the Media based on the level and significance of news corresponding to impact which target public as user of that media. Only 4% of PR gives priority to the time of distribution of news.

Use of Press Release for Journalists may be for various purposes as analyzed by statement S-14 in current section of study. The reply is analyzed in table 4.6 below:-

<table>
<thead>
<tr>
<th>STATEMENT</th>
<th>OPINIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>S14:-Journalists use Press Releases primarily because</td>
<td>It provides a good ground for the article or story</td>
</tr>
<tr>
<td></td>
<td>22</td>
</tr>
</tbody>
</table>
When the PR Professionals were asked that when and with what purpose, the Journalists use Press Releases provided by them, 37% i.e. maximum number of the respondents agreed with the hidden fact that the Press Releases are used and accepted by journalists only with the pressure from the marketing department. 22% also stated that their press releases provide a wonderful ground to any important story or article of journalists, and they also serve public interest.

31% of PR people also agreed that if the releases produced by them are exclusive they are entertained by Print Media Persons without pressure also. 10% of the total respondents under study also said that the journalists publish the press releases if they do not have better things to publish.

Thus, it can be stated that in most of the cases, Print Media Persons do not care about news value or good story which is the basic aim and purpose of the Media to spread what is news and what is informative and educative to the people. Though exclusiveness is the criteria for them as the second choice but that too depends upon their choice or interest. Most of the time they want to create a sensation or spark with the exclusive information.
Thus, PR Persons are forced to believe they can get good coverage by paying marketing departments or by bribing Print Media Persons, as the money has become the central force behind the Media business.

**Statistical Analysis of Table 4.6:-**

To prove the hypothesis “$H_0$ Print Media is serving as a major tool of information dissemination and has become the most important pillar of democracy, but still its credibility is eroding” on the opinion analyzed above the Chi Square test was applied to the above data and results are as follows:-

**Chi-squared Test for Independence**

Chi-square: 81.720

Degrees of Freedom: 4

Table size: 5 rows, 2 columns.

P value is < 0.0001.

The row and column variables are significantly associated

**Interpretation-**

The above P value is considered significant and this signifies that hypothesis Ho i.e. *Print Media is serving as a major tool of information dissemination and has become the most important pillar of democracy, but still its credibility is eroding* is proved to be significant and accepted. It can also be said that maximum times the media person entertain news, due to the preview from market and so news values are getting less weightage now-a-days and even PR Persons think that they can get coverage by paying and bribing Media departments.
• **Readers as Respondents for Impact of PR in Shaping Public Opinion**

All the sample respondents of this category i.e. Newspaper Readers (n=100) which includes Primary, Secondary and Tertiary Readers, replied this section. It deals with four statements from S10 to S13 asking the impact and contribution of PR in society and find out Public perception about PR. The details of these statements and respondents reply is shown below:-

**Table 4.7 Opinions of Readers about Impact of PR in Shaping Public Opinion**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Opinions</th>
<th>Daily</th>
<th>Weekly</th>
<th>Fortnightly</th>
<th>Occasionally</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>S10:- How frequently do you find such items in Newspapers which twist fact or try to mislead people?</td>
<td>Clear &amp; factual message, good pieces of writing</td>
<td>54</td>
<td>28</td>
<td>11</td>
<td>7</td>
<td>0</td>
</tr>
<tr>
<td>S11:-- What techniques are used to attract your attention in Newspapers?</td>
<td>A celebrity, sensational news or objects and gossips</td>
<td>4</td>
<td>42</td>
<td>28</td>
<td>16</td>
<td>10</td>
</tr>
<tr>
<td>S12:-- How PR is contributing for the society?</td>
<td>By spreading awareness</td>
<td>13</td>
<td>39</td>
<td>19</td>
<td>0</td>
<td>29</td>
</tr>
<tr>
<td>S13:-- What do you think is Public Relations?</td>
<td>Fake business</td>
<td>29</td>
<td>42</td>
<td>6</td>
<td>9</td>
<td>14</td>
</tr>
</tbody>
</table>
Graph 4.7 Opinions of Readers (S10, S11, S12 and S13)
Graph 4.7(c) Opinion of Readers for S-12

By motivating them for social causes 29%

By serving as the watchdog of the society 15%

By educating them with factual updates 19%

By spreading awareness 13%

By entertaining them with PR events and promotions 39%

Graph 4.7(d) Opinion of Readers for S-13

Fake business 29%

Communication channel which helps in the dissemination of information about any organization, person or thing 42%

Promotion technique 29%

An effort to earn and maintain the favourable image 14%

A bridge to fill the information gap 9%
54% Readers accepted the fact that almost daily they find articles, and stories in newspapers which try to twist the facts or mislead people. Also 42% agreed that the introduction of a celebrity, sensational news, objects, pictures and gossips are the techniques which are used to attract the people’s attention in the Newspapers. Thus, all these marketing strategies are due to the impact of PR on the Newspapers and Print Media.

The Opinions of Readers also highlights that people still know very less or have misconceptions about Public Relations which is a real challenge for this industry as 42% Readers consider it a promotional technique. Some consider it a fake business or others call it a strategy to build or improve image. But very few, only 6% and 9% consider it a channel for information dissemination and a bridge to fulfill the information gap respectively.

But positively, in S 12, when asked about the help PR provides to Print Media in fulfilling the needs of Readers, 39% said it entertain them with events and activities, 29% opined it motivate Media for social causes, 19% said it educate with the factual updates and remaining 13% accepted that it spread awareness and 0% accepted its role as a watchdog.

This way, despite of various misconceptions and distrust on PR, people have started accepting and recognizing the role of PR in a positive way by the way corporate social activities and entertainment activities being organized by PR. Thus, this clarifies the influence of Public Relations on Print Media as well as on people.

Statistical Analysis of Table 4.7:-

To prove the hypothesis “H₀ Public Relations influences Print Media and Print Media in turn creates Public Opinion. Thus, Print Media directly or indirectly serves as a tool of Public Relations in influencing Public Opinion” on the basis of opinions of
Readers as analyzed above, one way ANOVA was applied with the help of SPSS software and the results are stated below:

One-way Analysis of Variance (ANOVA)

The P value is 0.0366, considered significant.

Variation among column means is significantly greater than expected by chance.

Tukey-Kramer Multiple Comparisons Test If the value of q is greater than 4.367 then the P value is less than 0.05.

Mean   95% Confidence Interval

Bartlett statistic (corrected) = 5.752

The P value is 0.2184.

Bartlett's test suggests that the differences among the SDs are significant.

ANOVA assumes that the data are sampled from populations that follow Gaussian distributions. This assumption is tested using the method Kolmogorov and Smirnov:

\[ F = 3.385 = \frac{\text{MS treatment}}{\text{MS residual}} \]

Interpretation-

The above P value is 0.2184 and the F value of ANOVA is 3.385 which seems to be highly significant and clarifies the vision of readers of Jaipur who acted as respondents in current study and as per the opinion of these respondents it can be concluded that that hypothesis Ho i.e. “Public Relations influences Print Media and Print Media in turn creates Public Opinion. Thus, Print Media directly or indirectly serves as a tool of Public Relations in influencing Public Opinion” is proved to be significant and accepted.
Respondents Views on “Public Opinion Influenced by Print Media and PR”

As the current research study is having the aim to explore the “Interplay of Print Media, Public Relations and Public Opinion” with reference to Jaipur city of Rajasthan State. The opinions of Print Media Persons of various Newspapers, PR Professionals of different organizations, industries and department and Public i.e. Newspaper Readers have been analysed on different aspects with the help of separate questionnaires for each category of respondents but the sections are the same. The section “D” of each questionnaire in the research study deals with the views of Respondents on “Public Opinion influenced by Print Media and PR”. Thus to analyse Public Opinion influenced by Print Media and PR, the views of all the three respondents are explained below:-

Print Media Persons’ views on “Public Opinion influenced by Print Media and PR”.

Print Media Persons are the center of the whole system which creates the interplay of Print Media, Public Relations and Public Opinion. They serve the intermediate role between Public Opinion and PR Professionals. As a whole it can be said that they perform the central activity of interplay. Thus, firstly the Print Media Persons have been analysed to reveal their views on the topic “Public Opinion influenced by Print Media and PR”. The complete section was distributed into 12 statements out of which statements S-16 to S-24 are bi-objective in nature and analysed in table 4.8 below:-
Table 4.8 Opinions of Print Media Persons

<table>
<thead>
<tr>
<th>Statement no</th>
<th>Statement</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>S16</td>
<td>Do you think Public Opinion is essential for the success and survival of</td>
<td>90</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>the PR, Print Media and Indian Democratic system?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>S17</td>
<td>Should Print Media be regulated by some regulatory body?</td>
<td>69</td>
<td>31</td>
</tr>
<tr>
<td>S18</td>
<td>The success of PR relies upon Press support? Do you agree?</td>
<td>79</td>
<td>21</td>
</tr>
<tr>
<td>S19</td>
<td>Is PR necessary in order to generate connectivity and to get the information?</td>
<td>60</td>
<td>40</td>
</tr>
<tr>
<td>S20</td>
<td>The credibility of Print Media has decreased now-a-days. Do you agree or not?</td>
<td>28</td>
<td>72</td>
</tr>
<tr>
<td>S21</td>
<td>Do you think that financially powerful people can additionally limit the Print Media space?</td>
<td>59</td>
<td>41</td>
</tr>
<tr>
<td>S22</td>
<td>The relation between the Journalists and Public Relations Professionals (although it does not seem so at the first sight) actually represents the relation of mutual dependence.</td>
<td>65</td>
<td>35</td>
</tr>
<tr>
<td>S23</td>
<td>Is there a difference between the opinions and interest of Print Media and Public Relations Persons?</td>
<td>81</td>
<td>19</td>
</tr>
<tr>
<td>S24</td>
<td>Is there some times confrontation between the interests of Print Media and Public Relations Persons?</td>
<td>56</td>
<td>44</td>
</tr>
</tbody>
</table>

Graph 4.8 Opinions of Print Media Persons
Table 4.8 proves the active interplay of Print Media, Public Relations and Public Opinion.

90% of Print Media Persons agreed with the fact that Public Opinion is the backbone of the Indian Democratic system and if the Public Opinion is ignored by the Governments and administrative system, then that government cannot run for long because people will not obey such government. Thus, in a democratic set-up of society, the Print Media, the Government and the People forms a triangle in their relationship and there should be harmony between the three for the smooth and successful running of all.

Regarding any regulating body for Media, 69% Print Media Persons associated with this field have accepted the need and 31% said that they don’t need a regulating body on Media.

72% Print Media Persons opined that the credibility of Print Media is still attached to it. Thus the response shows that Public still trust Print Media industry as observed by Print Media Persons.

65% of Print Media Persons accepted that they have dependence on PR and both Print Media and PR are mutually dependent on each other. 60% Print Media Persons believed that PR is necessary to get information and generate connectivity with the public showing interplay. **PR Success** is directly proportional to Press and Print Media support, this statement was agreed by 79% of Print Media Persons. **Financially powerful people can additionally limit the Print Media space by the help of PR was accepted by 59% i.e. majority of respondents of this segment.**

Thus, mutual dependence between Journalists and PR Persons is accepted by the Print Media Persons. The next statement of this section makes the study more interesting as it clearly asks about the differences in the interests and opinions of Journalists and PR Professionals. The responses obtained in study is also seems to be dramatic as only 19%
said no and remaining 81% i.e. the major share of Print Media Persons accepted that there is a huge difference between opinions and interests of Journalists and Public Relations Professionals. *Thus, proving the love-hate relationship between Print Media and PR Professionals, who have different opinions and interests but the same time, they are inter-dependent on one another and cannot survive without each other in the present scenario.*

*Finally, it is proved that there is an active interplay of Print Media, Public Relations and Public Opinion and the three are inter-dependent on each other and forms a triangle which facilitates the smooth working of democratic set-up and society.*

Statistical Analysis:-

To prove the hypothesis “*H₀ There is an active interplay of Print Media, Public Relations and Public Opinion*”, on the statements analysed above, the Chi Square test was applied and results are as follows:-

Chi-square Test for Independence

Chi-square: 71.025

Degrees of Freedom: 9

Table size: 6 rows, 5columns.

The P value is < 0.0001.

Interpretation:-

The P value is considered significant and it can be accepted and proved that “*Ho There is an active interplay of Print Media, Public Relations and Public Opinion*” on the basis of the data obtained.
Paid News or Paid Content are the news items, stories and articles published in the Newspapers and Magazines, which are a sort of advertisement or publicity stunt by that institution which has paid for it. The news is much like an advertisement highlighting the favourable image of the organisation but without the advertisement tag. This kind of news is considered a serious malpractice as it deceives the citizens, not letting them know that it is actually an advertisement in the guise of the news. Secondly, the payment process usually violates tax laws and election protocols. More seriously, it has raised electoral concerns because the Print Media has a direct influence on voters. Therefore to analyse the space given by Print Media Persons for “Paid News” statement S-25 was analysed in the current study and their responses are shown below in table 4.9.

Table 4.9 Respondents’ views for space given to “Paid News”

<table>
<thead>
<tr>
<th>Statement no</th>
<th>Statement</th>
<th>Opinions of Print Media Persons (n=100)</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Up to 25%</td>
<td>25% to 50%</td>
<td>50% to 75%</td>
<td>75% to 100%</td>
<td></td>
</tr>
<tr>
<td>S25</td>
<td>According to you, how much space is being given to ‘Paid News’ in the present times Newspapers?</td>
<td>41</td>
<td>38</td>
<td>20</td>
<td>01</td>
<td></td>
</tr>
</tbody>
</table>

Graph 4.9 Respondents (Print Media Persons) views for space of “Paid News”
As analysed from the above data obtained from Print Media Persons regarding the space captured by ‘Paid News’ in the present times Newspapers, 41% i.e. maximum number of Print Media Persons said that they capture only up to 25% of space. 38% were convinced with providing 25% to 50% of total space to the heavy paying clients, who wish that the news paid by them should be published and highlighted. Out of remaining Print Media Persons 20% accepted to give up to 75% space to paid news and only 1% respondents believe that the 100% content of present day Newspapers are in one or other way paid.

In the today’s world, Print Media has developed as necessary as food and clothing. It plays an important role in empowering the society with the information which is the food for thought. Thus, the main function of the Print Media is to inform the people regarding current matters and to update them with the latest gossips and fashions. Print Media is a "mirror" of the society and at the same time it shapes the beliefs and thought-process of the people of society. Print Media has become an in-charge of information, education, entertainment, and advertising and thus, serving as an important mechanism to correlate different parts of the society with each other.

Media serves the society in numerous ways. It is the Media that provides the people necessary information about their rights, duties and role in the society and the governing systems, thus frames their opinions and decisions regarding various issues of social and political importance. It keeps them updated and informed about what is happening around them and in the world. Everyone can draw something from it. But at the same time, one more fact about the Print media is that it has started trading and marketing of products and prejudices. It claims to be governed by righteousness and equity, but greed and ambitions has infected its values.

Thus, to analyse the role, duties and importance of Print Media from the point of view of Print Media Persons themselves, the next statement S-26 was analysed in the current study. The views of these statements are discussed in table 4.10 below:-
**Table 4.10 Opinions of Print Media Persons on the duty of Print Media**

<table>
<thead>
<tr>
<th>Opinion</th>
<th>No of Respondents (Print Media Persons) (n=100)</th>
</tr>
</thead>
<tbody>
<tr>
<td>It reports only truth</td>
<td>4</td>
</tr>
<tr>
<td>Serves as a guide to the people</td>
<td>19</td>
</tr>
<tr>
<td>Fulfils its own interests</td>
<td>0</td>
</tr>
<tr>
<td>Concerned about revenue</td>
<td>12</td>
</tr>
<tr>
<td>Works in coordination with PR persons to get the authentic news</td>
<td>9</td>
</tr>
<tr>
<td>States its own opinions in the name of facts</td>
<td>2</td>
</tr>
<tr>
<td>Serves as a tool of PR in managing the image of some influential sections</td>
<td>10</td>
</tr>
<tr>
<td>Concerned about society and public</td>
<td>22</td>
</tr>
<tr>
<td>Serves as a tool in shaping public opinion</td>
<td>14</td>
</tr>
<tr>
<td>Spreads information and generate awareness among the masses</td>
<td>8</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>100 (100%)</strong></td>
</tr>
</tbody>
</table>

**Graph 4.10 Opinions of Print Media Persons on the duty of Print Media**

![Graph showing the opinions of print media persons on their duty](image-url)
Opinions of Print Media Persons about the role and duties of Print Media is analysed and the results states that no Print Media person agreed that Print Media fulfils its own interest. 19% said that it serve as the guide to the people and only 4% agreed that it states truth. 9% Print Media Persons also accepted that they work in coordination of PR Persons 10% persons believed that they serve as a tool of PR at times, and the reasons are many but major is revenue or money. 12% said that they are concerned about the revenue as it is the important aspect of any professional body, and at times editorial is asked to cooperate and work the marketing and events team.

The majority i.e. 22% of Print Media Persons said that they work for society and 19% said that they serve as a guide to the people and are thoroughly concerned about Society and Public, thus around 14% also agreed that they make Public Opinion. 8% of Print Media Persons work to spread information and generate useful awareness among masses.

Thus, maximum Print Media Persons i.e. more than 60% said that their main duty or goal is to serve the society but at the same time around 40% have supported PR activities, practices and marketing strategies in one way or other because after all the revenue generation is the most important thing for the survival of any industry.

Statistical analysis:-

To prove the hypothesis $H_0$: *Print Media is serving as a major tool of information dissemination and has become the most important pillar of democracy, but still its credibility is eroding,* from Print Media Persons point of view the, opinions obtained in current segment were analysed with the Student’s “t” test and results are as follows:-

One sample t test

The significant difference between mean of Column A from 0.000 was analysed.

P value was calculated and the two-tailed P value is 0.0015, considered very significant.
t = 4.472 with 9 degrees of freedom

At 95% Confidence interval

Mean difference = 10.000 (Mean of Column A minus 0.000)

The 95% confidence interval of the difference: 4.942 to 15.058

**Interpretation:** The t test assumes that the data are sampled from populations that follow Gaussian distributions. This assumption is tested using the method Kolmogorov and Smirnov. The above P value (0.0015) is considered very significant and t = 4.472 and this signifies that hypothesis *Ho i.e. Print Media is serving as a major tool of information dissemination and has become the most important pillar of democracy, but still its credibility is eroding*, from Print Media Persons point of view is proved to be significant and accepted.

- PR Persons views on Public Opinion influenced by Print Media and PR

The views of PR Personals under the current study on various facts related to Public Opinion influenced by Print Media and PR are analysed ahead in the statements of this section.

<table>
<thead>
<tr>
<th>Statement no</th>
<th>Statement</th>
<th>Opinions of PR Persons(n=100)</th>
</tr>
</thead>
<tbody>
<tr>
<td>S15</td>
<td>The relationship between the Journalists and Public Relations Professionals (Although this may not seem so at the first sight) actually represents the relationship of mutual dependence.</td>
<td>52 Yes 48 No</td>
</tr>
<tr>
<td>S16</td>
<td>Print Media and PR Personnel together can play a crucial role at the grass root level by providing information to the people?</td>
<td>92 Yes 8 No</td>
</tr>
<tr>
<td>S22</td>
<td>Do the Print Media is inclined to deliver messages distributed through press releases?</td>
<td>41 Yes 59 No</td>
</tr>
<tr>
<td>S23</td>
<td>Is Public Opinion essential for the success and survival of the PR, Print Media and Indian Democratic system?</td>
<td>95 Yes 5 No</td>
</tr>
</tbody>
</table>
Opinions of PR Personals on the topic “Public Opinion influenced by Print Media and PR” are also important for the current research. Therefore the statements conveyed under these sections elaborate their views. The relationship and mutual dependence between Journalist and PR was convinced by 52% of PR Persons.

According to PR Persons, Media specially Print Media of Jaipur are not or less inclined towards the messages by PR through Press Release, this is significantly proven as only 41% agreed with statement S17 and remaining 59% disagreed which signifies the hostile attitude of Media with PR Persons and difficulties faced by PR Professionals, who want to convey their messages to people without the support of money or malpractices which further highlights the love-hate relationship between the two. Both accepts the interdependence at the same time, have some differences with each other. Also the credibility factor of Print Media is questioned here.
But regarding the role of Print Media and PR Persons to provide information to People in statement S-16 92% i.e. nearly all PR Persons agreed that Print Media and PR personnel together can play a crucial role at the grass root level by providing information to the people and by generating the most required platform and base of democracy i.e. Public Opinion. The importance of Public Opinion in the democracy as well as for the success and survival of Print Media and Public Relations Industry is accepted by 95% of the respondents of the study. Thus the above opinion strongly approves the interplay between Print Media, Public Relations and Public Opinion.

**Statistical analysis:-**

To prove the hypothesis $H_0$- *There is an active interplay of Print Media, Public Relations and Public Opinion*, from Print Media Persons point of view, the opinions obtained in current segment were tested with the Student’s “t” test and results are as follows:-

**Unpaired t test**

Significant Difference between mean of Column A and Column B was analyzed.

P value was calculated and the two-tailed P value is 0.0258 which is considered very significant.

$t = 0.0869$ with 5 degrees of freedom.

At 95% confidence interval

Mean difference $= -9.000$ (Mean of Column B minus mean of Column A)

The 95% confidence interval of the difference: $-98.365$ to $29.354$

**Interpretation:-** The “t” test assumes that the data are sampled from populations that follow Gaussian distributions. This assumption is tested using the method Kolmogorov and Smirnov. The P value (0.0258) and $t = 0.0869$ and this signifies that hypothesis “$H_0$ i.e. There is an active interplay of Print Media, Public Relations and Public Opinion” proved to be significant and accepted.
Some more facts have been evolved by the study of PR Personals of Jaipur in the current section to find out the inter-relationship between Print Media and PR. These facts are tried to be analysed in table 4.12 given below which deals with statements S-17 to S-21 of this section.

Table 4.12 Respondents (PR Persons) views on Public Opinion influenced by Print Media and PR

<table>
<thead>
<tr>
<th>St. No</th>
<th>Statement</th>
<th>Opinions of PR Persons (n=100)</th>
</tr>
</thead>
<tbody>
<tr>
<td>S17</td>
<td>Which do you consider the most important and authentic Media?</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Print Media</td>
</tr>
<tr>
<td></td>
<td></td>
<td>49</td>
</tr>
<tr>
<td>S-18</td>
<td>In your opinion which of the following can be considered as Print Media alternative?</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Social networking/blogs etc</td>
</tr>
<tr>
<td></td>
<td></td>
<td>42</td>
</tr>
<tr>
<td>S-19</td>
<td>Which of these Print Media alternatives or additional tools have you utilized?</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Electronic and digital genres of media like TV, radio, internet etc</td>
</tr>
<tr>
<td></td>
<td></td>
<td>29</td>
</tr>
<tr>
<td>S-20</td>
<td>Which medium of news transmission ensures extensive coverage?</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Print Media Persons’ hostile attitude</td>
</tr>
<tr>
<td></td>
<td></td>
<td>31</td>
</tr>
</tbody>
</table>
Graph 4.12 PR Persons’ Opinions for S-17, 18, 19, 20 and 21

Graph 4.12 (a) PR Persons opinion for S-17

- Outdoor media 10%
- Web journalism 17%
- Electronic media 24%
- Print media 49%

Graph 4.12 (b) PR Persons opinion for S-18

- Counseling services 11%
- Public relations 21%
- Mouth publicity 26%
- Social networking/blogs etc 42%
Description:-

PR Personals in the current study shared their opinion about the “Public Opinion influenced by Print Media and PR” and their views are discussed below.

*By statement S-17 it is proved that the high level of credibility is still attached to Print Media as 49% PR Professionals consider it the most authentic and important Media to disseminate their messages.* 24% of them consider Electronic Media as an important medium to convey the information. Only 17% agreed for Web Journalism and 10% for Outdoor Media.

The study states that Social Networking Blogs, which are rising very high in their significance these days, can be a Print Media alternative as 42% of PR Persons approved it whereas 26% believed that mouth publicity can be replaced as Print Media alternative. 21% said PR activities and 11% said Counseling can be a good alternative to the conventional Media but when asked about the use *surprisingly, only 29% of PR Persons of Jaipur city have utilized Social Blogs and 31% use Counseling Services as the alternative and that too as an additional tools only not as Print Media alternatives*
because most of the respondents refuse to use alternative tool for Print Media, they only accepted to use these tools as an additional one.

Electronic and digital genres of Media like TV, Radio, and Internet etc. are considered as major medium of transmission of information and also ensure maximum coverage as 64% of PR Persons agreed with this statement. Only 23% said that Newspapers provide the maximum coverage.

PR Persons prepares press releases which they wish to publish with maximum highlighted effects in Print Media. But there are many obstacles to get these important issues published, the largest among them as 49% PR Persons indicated about various demands of the Print Media Persons. 31% believed that their news do not get proper coverage due to hostile attitude of Print Media Persons and only 4% said that Print Media Persons do not understand the value of news which proves that Print Media are involved in malpractices and also their attitude is not good at times which can lead to the decline in the credibility.

Statistical analysis:-

To prove the hypothesis $H_0$– Print Media is serving as a major tool of information dissemination and has become the most important pillar of democracy, but still its credibility is eroding, from PR persons’ point of view, the opinions obtained in current segment were analysed with the Chi Square test and results are as follows:-

Chi-square Test for Independence

Chi-square: 91.985

Degrees of Freedom: 12

Table size: 5 rows, 4 columns

P value is $< 0.0001$.

The row and column variables are significantly associated.
Interpretation:- The Chi Square test assumes that the variables obtained in above table are significantly associated. The Chi Square value is 91.985 and value of P is < 0.0001 which are considered significant and thus signifies that hypothesis *Ho i.e. “Print Media is serving as a major tool of information dissemination and has become the most important pillar of democracy, but still its credibility is eroding”* is proved to be significant and accepted.

- Views of Readers on “Public Opinion influenced by Print Media and PR”

<table>
<thead>
<tr>
<th>ST. NO</th>
<th>STATEMENT</th>
<th>OPINIONS OF READERS (n=100)</th>
</tr>
</thead>
<tbody>
<tr>
<td>S14</td>
<td>Do you think Print Media Professionals?</td>
<td>Are involved in malpractices</td>
</tr>
<tr>
<td></td>
<td></td>
<td>21</td>
</tr>
<tr>
<td>S-15</td>
<td>Is Print Media helpful in a democratic set up like India? If yes, then how?</td>
<td>By generating awareness among the people about their rights</td>
</tr>
<tr>
<td></td>
<td></td>
<td>12</td>
</tr>
<tr>
<td>S-16</td>
<td>The main duty of the Print Media is</td>
<td>To report truth to the people</td>
</tr>
<tr>
<td></td>
<td></td>
<td>84</td>
</tr>
</tbody>
</table>
Graph 4.13 Opinions of Newspaper Readers on S-14, 15 and 16

Graph 4.13 (a) Respondents (Readers) Opinion on S-14
- Take bribes: 35%
- Are involved in malpractices: 21%
- Are biased sometimes: 40%
- Temper the facts in order to fulfill their personal gains: 4%

Graph 4.13 (b) Respondents (Readers) Opinion on S-15
- By education and educating people about government policies and programmes: 19%
- By raising people in raising their voice: 25%
- By helping people about their rights: 12%
- By shaping and formulating public opinion: 33%
- Respondents did not reply: 10%

Graph 4.13 (c) Respondents (Readers) Opinion on S-16
- To report truth to the people: 84%
- To serve the people: 8%
- To fight against all the ills of the society: 3%
- To guard the society: 5%
The Newspaper Readers of various age groups have also been analysed as a part of study to obtain their views on “Public Opinion influenced by Print Media and PR” and their responses are elaborated below:-

40% of Newspaper Readers think that Print Media Persons get biased sometimes, 35% agreed that the Print Media Persons take bribes. 21% of the remaining readers agreed that they can be involved in various malpractices. The last 4% said that in various ways, the Print Media Persons temper the actual facts of news for their personal gains. **Thus, the opinions obtained from these statements bring Print Media Persons under main radar of Corruption and concludes that as per Newspaper Readers of Jaipur city, Print Media Persons are getting unethical which is resulting in the decline of credibility of this most important pillar of democracy and society.**

**But the next statement S 15 discusses the help and support of Print Media for public.**

**As per the opinions of Readers Print Media forms the Public Opinion as 33% respondents agreed with this fact that it is shapes and formulates Public Opinion about important issues whereas 26% said that the Print Media help in raising public voices. 19% Readers also accepted that Print Media educate public regarding various policies. Remaining 12% thanked Print Media as it generates awareness among them. Thus, 90% believed that Print Media is helpful in democratic set-up like India.**

Regarding the main function of Print Media, 84% of the Readers expected that Print Media should report only truth to the public. Remaining said that Print Media should serve the people (8%); guard the society as watchdog (5%) and fight against the ills of society (3%). Thus, people have expectations from this medium as it has been serving the nation since long.
Statistical analysis:-

- To prove the hypothesis $H_0$: *Print Media is serving as a major tool of information dissemination and has become the most important pillar of democracy, but still its credibility is eroding*, from Readers’ point of view, the opinions obtained in current segment were analysed with the Chi Square test and results are as follows:-

Chi-square: 165.93  
Degrees of Freedom: 6  
Table size: 3 rows, 4 columns.  
P value is < 0.0001.

The row and column variables are significantly associated.

**Interpretation:** The Chi Square test assumes that the variables obtained in above table are significantly associated and the Chi Square value is 165.93 and is considered significant and $P < 0.0001$ and this signifies that hypothesis *Print Media is serving as a major tool of information dissemination and has become the most important pillar of democracy, but still its credibility is eroding* is proved to be significant and accepted.

The Newspaper Readers who opted as respondents in the current study were also analysed with few bi-objective questions to prove the hypothesis of the research and these are analysed ahead in table 4.14 below.

**Table 4.14 Opinions of Newspaper Readers on “Public Opinion influenced by Print Media and PR”**

<table>
<thead>
<tr>
<th>St.N o</th>
<th>Statement</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>S-17</td>
<td>Advertising is a big revenue source for any Newspaper. Do you agree and does it also affect the coverage of news?</td>
<td>82</td>
<td>18</td>
</tr>
<tr>
<td>S-18</td>
<td>Do you believe that people are dependent on Print Media to get the information especially the local one?</td>
<td>69</td>
<td>31</td>
</tr>
</tbody>
</table>
S-19 Do you verify the news you watch on Television, or whatever information you receive during the day from the morning Newspaper? 92 8

S-20 Is there close-knit relationship between Print Media and PR industry? 88 12

S-21 Do you believe that Print Media itself collects information from PR Department and Persons? 76 24

S-22 Do you think Print Media has power to change the minds of the people and create opinion in desired direction? 72 18

S-23 Can Print Media shape or frame Public Opinion? 94 6

S-24 Do you believe that Print Media is fulfilling its purpose in current times? 41 59

S-25 The growth of Print Media industry is due to PR. Do you agree? 33 67

S-26 Print Media is misusing its power, strength and freedom in present times 37 63

S-27 Should Print Media be regulated by some regulatory body? 86 14

S-28 Is marketing and promotion through Newspapers possible for all? 46 54

S-29 Is Public Opinion important for the success and survival of Print Media, PR an Indian democracy? 77 23

Graph 4.14 Opinions of Readers for views on Public Opinion influenced by Print Media and PR

The views of Newspaper Readers on “Public Opinion influenced by Print Media and PR” are significantly proven by various statements discussed ahead.

*Statement S17 deals with the importance of Advertising and 82% Readers of Jaipur under the study opined that this is the major revenue source of any Newspaper and also affects the coverage of news. 18% had different views on this topic.*
69% of Readers accepted that they are dependent on Print Media to get the information especially for the local news and 31% who disapproved Media dependence might be the readers of young age and those segments that use modern media technology such as Internet and e-paper etc. more frequently. The response explores very important point that the localisation of Newspapers is very helpful for the people of the city and state as through Newspapers, they get the information about all local happenings and events which are directly related to them whereas the information covered by other mediums are more extensive, not interesting and sometimes useless for the city people.

During the dinner time maximum of the respondents especially of age group watch Television news and 92% of them verify it from morning Newspapers. Also, whatever information they receive from anywhere during the entire day, they find Newspapers as the most important source to confirm that information because they believe in this written medium the most.

On the other hand, it is argued that the main purpose of Print Media to provide the true news and act as watchdog of society is not fulfilled by the Print Media of Jaipur as stated by 59% of Newspapers Readers of Jaipur city and 41% respondents believed it is fulfilling its task. This shows that Print Media of Jaipur is partially fulfilling its purpose as around half respondents are satisfied with its performance and remaining half are not. 63% said that Print Media is misusing its power, strength and freedom in present times.

*To resolve these issue maximum i.e. 86% were in favour of a regulatory body on Print Media else these issue cannot be resolved.*

88% of Readers asserted that there is a close-knit relationship between Print Media and PR industry and 12% disagreed with this. Similarly 76% also agreed that Print Media is influenced by PR Persons and collects information from them and the remaining 1/4th i.e. 24% said no pressure groups acts on Print Media.
As stated earlier, 72% of people again agreed that Print Media has a power to change their mind set and can create Public Opinion in desired direction, if it works with full commitment and honesty. Similarly 94% i.e. nearly all believed that \textit{Print Media shape or frame Public Opinion and 77\% Readers accepted the importance and need of Public Opinion in the survival and proper working of democratic system like that of India.}

Thus, the opinions of Readers in the above statements clarifies that Print Media and Public Relations Industry are very much influential in the current times and are playing as major players of democratic set-up by providing information to the people and creating and framing Public Opinion. At the same time, majority of the respondents accepted the importance of Public Opinion for a success and survival of democracy.

\textbf{Statistical analysis:-}

\textit{To prove the hypothesis H_0- There is an active interplay of Print Media, Public Relations and Public Opinion, from Readers’ view, the opinions obtained in current segment were tested with the Students “t” test and results are as follows:-}

\textbf{Unpaired t test}

\textit{Do the means of Column A and Column B differ significantly?}

\textbf{P value}

The two-tailed P value is 0.0002, considered extremely significant.

\textbf{t = 4.422 with 24 degrees of freedom.}

\textbf{95\% confidence interval}

\textit{Mean difference = -38.154 (Mean of Column B minus mean of Column A) }

\textit{The 95\% confidence interval of the difference: -55.960 to -20.348}

\textbf{Interpretation:-}

The t test assumes that the data are sampled from populations that follow Gaussian distributions. This assumption is tested using the method Kolmogorov and Smirnov and the “t” value is 4.422 and is considered extremely significant and P=0.0002 and this signifies that hypothesis \textit{H_0 i.e. There is an active interplay of Print Media, Public Relations and Public Opinion} is proved to be significant and accepted.
REFERENCES


**References from web** -


