Chapter – 1

Introduction

1.1 Introduction

Media means a medium of communication. Generally, the term is taken to mean means of communication between some organization and the stakeholders of the same or public at large. Thus media is related with communication. Public relation practices also involves efforts to make better communication with stakeholders and the public. In ancient times this subject was significant from the point of view of rulers. The heads of small states used to communicate with the public by means of oral declaration ‘Dawandi’. Even prior to that beating of drums and sounds of various types were used by the Adivasis – forest dwellers to communicate some message to the members of the clan. As civilization developed executive committees called Sabha and Samiti were constituted as a means of communicating with the subjects of the states.¹

During the medieval ages as the art of writing developed, public relations were kept and developed with the help of letters in the form of written messages. After industrial revolution means of communication developed when Alexander Graham Bell invented the telephone and gradually the post and telegraph office was established. This development paved the way to public relations on a greater scale².

Spread of education and literacy brought in its train news paper with the advent of print media. Balshastri Jambhekar in Maharashtra started the first news paper in Marathi i.e. ‘Darpan’. Lokmanyta Tilak also used ‘Kesri’ and ‘Maratha’ Marathi news papers as a means of public relations for spreading and propagating his ideal of Swaraj. Similar practices were followed by Mahatma Gandhi by starting ‘Young India’, Dr. Babasaheb Ambedkar by publishing ‘Bahishkrut Bharat’, the examples can be multiplied but the point to be noted is that news papers as print media played a notable role in public relations.

Further, the scientific inventions shifted the medium of communication from print to electronic. Radio, TV, Mobiles, and Internet have now become most widely used media for developing public relations by all types of organizations. Marketing of goods and services by means of sales promotion has become significant in the present competitive situation of globalization, privatization and liberalization. The advent of
computer and IT revolution has provided the fastest means of public relations for all types of organizations, political, social, business and others. Media is not an exception to this. The present study attempts to analyse the impact of public relation practices adopted by print and electronic media on the growth and development of their organizations.

Public relations (PR) are the practice of managing the spread of information between an individual or an organization and the public. Public relations may include an organization or individual gaining exposure to their audiences using topics of public interest and news items that do not require direct payment. The aim of public relations by a company often is to persuade the public, investors, partners, employees, and other stakeholders to maintain a certain point of view about it, its leadership, products, or of political decisions. Common activities include speaking at conferences, winning industry awards, working with the press, and employee communication.

According to Edward Bernays, public relations are "practically as old as society." Some books and universities identify a Babylonian tablet from 1800 BC as the first example of public relations. They also associate audience segmentation tactics used in gospels, political promotions in Rome and logos used by ancient craftsman as being early examples of public relations. According to Scott Cutlip, there is disagreement over whether these ancient events constitute public relations or are part of its history.

Most textbooks on public relations consider the antecedents to the field to have originated during the settlement of the New World. Exaggerated promotions were used to attract settlers and the first fund-raising pamphlet, New England Fresh Fruits, was used to rise funding for Harvard. Pamphlets, media outreach and slogans were also used to spread anti-British sentiment.

Public relations as a paid profession began in 1900, when the first public relations agency, The Publicity Bureau, was founded. Ivy Lee and Edward Bernays, who are both referred to as the father of public relations, helped establish the field as a professional practice in the United States. Basil Clarke is considered the profession’s founder in the UK and Arthur W. Page is considered the father of corporate public relations.

The field became more established after World War II, in part due to talent from war-time propaganda efforts moving into the private sector.
Trade associations, industry publications and academic journals were developed. Some of today's largest PR agencies were founded in the 1950s and began competing globally in Europe and Asia in the beginning in the 1960s and 1970s. Public Relations began to increase in India in the early 1990s when the government opened the economy and multinational corporations began to enter the country. Public relations companies emerged offering strategic advice and integrated communication solutions. Specialization has become increasingly important and firms are demanding higher qualifications and skill sets from workers.

With multinationals coming in India in a big way and even Indian companies exploring opportunities abroad, future of Public relations in India is very bright and gives a new hope for its growth.

The 1990s were marked by "explosive growth" for the public relations field. Internet technologies and social media changed public relations tactics, agencies consolidated and new specialties were introduced such as investor relations and community relations. The field established a degree of professionalism, though to what extent is debated.

In the United States, public relations professionals earn an average annual salary of $49,800 which compares with £40,000 for a practitioner with a similar job in the UK. Top earners make around $89,220 annually, while entry-level public relations specialists earn around $28,080. Corporate, or in-house communications is generally more profitable, and communications executives can earn salaries in the mid-six-figures, though this only applies to a fraction [need quotation to verify] of the sector's workforce.

The role of public relations professionals is changing because of the shift from traditional to online media. Many PR professionals are finding it necessary to learn new skills and to examine how social media can impact a brand's reputation.

**Definition**

In August 1978, the World Assembly of Public Relations Associations defined the field as – “the art and social science of analyzing trends, predicting their consequences, counselling organizational leaders, and implementing planned programs of action, which will serve both the organization and the public interest.” Public relations can also be defined as the practice of managing communication between an organization and its publics.
In short communicating a massage to one or more of the different target audiences and organisation wishes to influence in a positive way is a PR.

1.2 Origin and Growth of Media

It would not be out of place here to present an overview of the development of print and electronic media from a historical perspective.

History of Printing

The history of printing began as an attempt to make easier and reduce the cost of reproducing multiple copies of documents, fabrics, wall papers and so on. Printing streamlined the process of communication, and contributed to the development of commerce, law, religion and culture.

The Beginnings

Woodblock printing is a technique for printing text, images or patterns used widely throughout East Asia and originating in China in antiquity as a method of printing on textiles and later paper. As a method of printing on cloth, the earliest surviving examples from China date to before 220, and from Egypt to the 4th century. *Ukiyo-e* is the best known type of Japanese woodblock art print. Most European uses of the technique on paper are covered by the art term woodcut, except for the block-books produced mainly in the fifteenth century.\(^3\)

The use of round "cylinder seals" for rolling an impress onto clay tablets goes back to early Mesopotamian civilization before 3,000 BCE, where they are the most common works of art to survive, and feature complex and beautiful images. In both China and Egypt, the use of small stamps for seals preceded the use of larger blocks. In Egypt, Europe and India, the printing of cloth certainly preceded the printing of paper or papyrus; this was probably also the case in China. The process is essentially the same-in Europe special presentation impressions of prints were often printed on silk until at least the seventeenth century.\(^4\)

Print Media in China

The earliest woodblock printed fragments to survive are from China and are of silk printed with flowers in three colours from the Han dynasty (before 220 CE). The earliest Egyptian printed cloth dates from the 4th century.\(^5\)

It is clear that the Chinese were the first by several centuries to use the process to print solid text, and equally that, much later, in Europe the printing of images on cloth
developed into the printing of images on paper (woodcuts). It is also now established that the use in Europe of the same process to print substantial amounts of text together with images in block-books only came after the development of movable type in the 1450s.

**Print Media in Islamic World**

Block printing, called *tarsh* in Arabic was developed in Arabic Egypt during the 9th-10th centuries, mostly for prayers and amulets. There is some evidence to suggest that the print blocks were made from a variety of different materials besides wood, including metals such as tin, lead and cast iron, as well as stone, glass and clay. However, the techniques employed are uncertain and they appear to have had very little influence outside of the Muslim world. Though Europe adopted woodblock printing from the Muslim world, initially for fabric, the technique of metal block printing remained unknown in Europe. Block printing later went out of use in Islamic Central Asia after movable type printing was introduced from China.

**Print Media in Europe**

Block printing first came to Christian Europe as a method for printing on cloth, where it was common by 1300. Images printed on cloth for religious purposes could be quite large and elaborate, and when paper became relatively easily available, around 1400, the medium transferred very quickly to small woodcut religious images and playing cards printed on paper. These prints were produced in very large numbers from about 1425 onwards.

Around the mid-century, *block-books*, woodcut books with both text and images, usually carved in the same block, emerged as a cheaper alternative to manuscripts and books printed with movable type. These were all short heavily illustrated works, the bestsellers of the day, repeated in many different block-book versions: the Ars moriendi and the Biblia pauperum were the most common. There is still some controversy among scholars as to whether their introduction preceded or, the majority view, followed the introduction of movable type, with the range of estimated dates being between about 1440-1460. Joseph Needham's in his *Science and Civilization in China* deals with paper and printing and suggests that "European block printers must not only have seen Chinese samples, but perhaps had been taught by missionaries or others who had learned these un-European methods from Chinese printers during their residence in China.", but he also admitted that the "only evidence of European printing transmitted from China is a lack of counterevidence". However,
paper itself was needed for the printing process and this came to Europe via trade with the Arabs from China. Historians acknowledge that paper indeed came from China without which printing would have been impossible, however, there is less direct evidence of the influence of printing technology from Asia and its influence on European printing technology.

**Use of Stencil in Print Media**

Stencils may have been used to colour cloth for a very long time; the technique probably reached its peak of sophistication in Katazome and other techniques used on silks for clothes during the Edo period in Japan. In Europe, from about 1450 they were very commonly used to colour old master prints printed in black and white, usually woodcuts. This was especially the case with playing-cards, which continued to be coloured by stencil long after most other subjects for prints were left in black and white. Stenciling back in the 2600 EC's was different. They used colour from plants and flowers such as indigo. Stencils were used for mass publications, as the type didn't have to be hand-written.  

**Introduction of Movable Type**

Movable type is the system of printing and typography using movable pieces of metal type, made by casting from matrices struck by letter punches.

Around 1040, the first known movable type system was created in China by Bi Sheng out of porcelain. Metal movable type was first invented in Korea during the Goryeo Dynasty (around 1230). Neither movable type system was widely used, one reason being the enormous Chinese character set.

It is traditionally summarized that Johannes Gutenberg, of the German city of Mainz, developed European movable type printing technology around 1439 and in just over a decade, the European age of printing began. However, the details show a more complex evolutionary process spread over multiple locations. Also, Johann Fust and Peter Schoffer experimented with Gutenberg in Mainz.

Compared to woodblock printing, movable type page-setting was quicker and more durable. The metal type pieces were more durable and the lettering was more uniform, leading to typography and fonts. The high quality and relatively low price of the Gutenberg Bible (1455) established the superiority of movable type, and printing presses rapidly spread across Europe, leading up to the Renaissance, and later all around the world. Today, practically all movable type printing ultimately derives from
Gutenberg's movable type printing, which is often regarded as the most important invention of the second millennium.

Gutenberg is also credited with the introduction of an oil-based ink which was more durable than previously used water-based inks. Having worked as a professional goldsmith, Gutenberg made skillful use of the knowledge of metals he had learned as a craftsman. Gutenberg was also the first to make his type from an alloy of lead, tin, and antimony, known as type metal, printer's lead, or printer's metal, which was critical for producing durable type that produced high-quality printed books, and proved to be more suitable for printing than the clay, wooden or bronze types used in East Asia. To create these lead types, Gutenberg used what some considered his most ingenious invention, a special matrix wherewith the moulding of new movable types with an unprecedented precision at short notice became feasible. Within a year of printing the Gutenberg Bible, Gutenberg also published the first coloured prints.

The invention of the printing press revolutionized communication and book production leading to the spread of knowledge.

Rapidly, printing spread from Germany by emigrating German printers, but also by foreign apprentices returning home. A printing press was built in Venice in 1469, and by 1500 the city had 417 printers. In 1470 Johann Heynlin set up a printing press in Paris. In 1473 Kasper Straube published the Almanach cracoviense ad annum 1474 in Krakow. Dirk Martens set up a printing press in Aalst (Flanders) in 1473. He printed a book about the two lovers of Enea Piccolomini who became pope Pius II. In 1476 a printing press was set up in England by William Caxton. Belarusian Francysk Skaryna printed the first book in Slavic language on August 6, 1517. The Italian Juan Pablos set up an imported press in Mexico City in 1539. The first printing press in Southeast Asia was set up in the Philippines by the Spanish in 1593. The Rev. Jose Glover brought the first printing press to England's American colonies in 1638, but died on the voyage, so his widow, Elizabeth Harris Glover, established the printing house, which was run by Stephen Day and became The Cambridge Press.

The Gutenberg press was much more efficient than manual copying and still was largely unchanged in the eras of John Baskerville and Giambattista Bodoni, over 300 years later. By 1800, Lord Stanhope had constructed a press completely from cast iron, reducing the force required by 90% while doubling the size of the printed area. While Stanhope's "mechanical theory" had improved the efficiency of the press, it still was only capable of 250 sheets per hour. German printer Friedrich Koenig would be
the first to design a non-manpowered machine—using steam. Having moved to London in 1804, Koenig soon met Thomas Bensley and secured financial support for his project in 1807. Patented in 1810, Koenig had designed a steam press "much like a hand press connected to a steam engine." In April 19811 the first production trial of this model was taken.

1.3 Functions of Public Relation Management in Media

The various functions of public relation management that decides the nature of public relation practices in media organizations are as follows:

Informing Function:

The purpose or function of public relation practices in media management in an organisation is to inform the individual or group about the subject. Top management informs policies to the lower level through middle level. In turn lower level informs top level the reaction through middle level. Information exchanges flow vertically, horizontally and diagonally across the organisation. Becoming informed or informing others is the main purpose of public relation practices in media management.

Evaluation Function:

Examination of activities to form an idea or judgement of the worth of task is achieved through public relation practices in media management. Public relation practices in media management is a tool to appraise the public contribution to the organisation. Evaluating one's own inputs or another's outputs or some ideological scheme demands an adequate and effective public relation practices in media management process.

Directing Function:

Public relation practices in media management is necessary to issue directions by the top management or managers to lower level. Directing others or being directed or instructed cannot take place without complete public relation practices in media management process. The managerial function of directing involves giving orders to public immediately subordinate to do a task, stop it or modify it. Directing others may be communicated either orally or in writing. An order may be command order, request order or implied order.
Influencing Function:
A complete public relation practices in media management process is necessary in influencing others or being influenced. It implies the provision of feedback which tells the effect of public relation practices in media management. Motivational forces in an individual are to be provided and then stimulated through public relation practices in media management. Motivation is a behavioural concept through which one may try to understand why people behave as they do. Motivation is the result of interaction among three groups of factors such as –
(a) influences working within the individual,
(b) influences working within the organisation,
(c) influences working in the external environment.

Incidental Neutral Function:
Public relation practices in media management discharges several incidental and neutral functions. Many pieces of public relation practices in media management are not directly connected with the accomplishment of the objectives of an organisation. Public relation practices in media management sometimes may contribute indirectly to the organisational objectives and directly to the satisfaction of public needs that are compatible with organisational goals. For instance, public relation practices in media management has to provide social contact within the organisation.

Teaching Function:
The importance of personal safety on the job has been greatly recognised. A complete public relation practices in media management process is required to teach and educate public about personal safety on the job. This public relation practices in media management helps the public to avert accidents, risks, etc. and avoid cost, procedures, etc.

Image Projecting Function:
A business enterprise cannot survive by remaining aloof from the rest of society. There is interrelationship and interdependence between society and an enterprise operating in society. Public goodwill and confidence are necessarily created among the public. It is the public relation practices in media management with its multimedia approach has to project the image of the firm in society. Through an
effective external public relation practices in media management system an enterprise has to inform society about its goals, activities, progress, social responsibilities, etc..

**Orientation Function:**

The employees of the organisation are to be oriented with the organisation structure. Public relation practices in media management helps to make people acquainted with the co-employees, superiors and with the policies, objectives, rules and regulations of the organisation.

Recruitment process implies face-to-face or oral communication. Other Functions:

Effective decision-making is possible when required and adequate information is supplied to the decision-maker. Public relation practices in media management, either verbal or written, helps the process of decision-making. In general everyone in the organisation is to be provided with necessary information so as to enable him to discharge his own tasks effectively and efficiently.

### 1.4 Statement & Significance of the Problem under Study

Human beings of the present day whether literate or illiterate, whether residing in cities or countryside and of all age and sex working at different places right from the agricultural fields to the IT sector are surrounded in one way or other by media. Media means various types of communication that enable the corporate to reach their customers. Media is one of the significant medium of marketing. It is a means of building up brand equity. It creates a sense of social responsibility. Further it builds up good will and sound economic status of the corporate entity. This is applicable to the media companies also.

Mass media can be described as the extensive phrase describing television, radio, and film, newspapers and magazines. It is not just the journalistic aspects of the apparatus of popular communication. The mass media often perform as the focal point of social control and the source of popular culture. Media help preserve historical events, and teach morals. Basically the commercial enterprises media can represent, frequently effect how we dress, what we buy, and how our society functions.

Every day millions of people switch on radio and television sets for news, weather, and entertainment. Radio and television are a part of our daily routines and a
staple of our culture. Today these mass media services are being transformed by the same digital revolution that is bringing us new media choices via the internet.\textsuperscript{11}

Cross media planning and advertising has become a powerful tool for the market competition. Those companies, which can successfully manage their cross media advertising and maintain their unified and integrated brand image, gain a better access to their consumer audiences and have more opportunities for interacting with them.

Now a days, large enterprises can no longer confine to using only one or a few media vehicles – print or electronic, since a distribution of advertising information about companies' brands and products across many different media can constitute one of the major competitive advantages and can determine the difference between a business failure and success. Therefore, cross media planning and advertising become the matters of a great importance for many companies.

Now a days, people in many countries obtain news both from digital and paper carriers. However, communicating through various different advertising media and carrying out cross media advertising campaigns, a company runs a risk of losing its unified and integrated image. That is the reason why companies need to implement much of the good quality cross media planning and efficient informational technology systems in their cross media advertising.

Since many organizations in such spheres of business as healthcare, insurance, bank services and many others carry out continuous and repeated communications with their consumers both through online and offline media with some cross media planning done, it can be successfully turned into their cross media advertising campaigns. During these interactions, companies obtain certain information about their clients or prospects, which according to their preferences can be used for reaching them with ad messages in the form of newsletters, collaterals, phone calls, email messages, etc. Moreover, such repeated interactions by themselves represent excellent opportunities for advertising.

If an organization can effectively manage information, process data and maintain the unified brand image across all its documents and collaterals, one will be able to turn his consumer interaction into another media for advertising. In addition, such interaction can help one in itself cross media planning, as through them one can collect more information on consumer preferences and leads. Those companies, which make their policy to build up their brand-consumer relations and supply their
prospects and clients with the reliable and timely ad information through different media means, gain a significant advantage over their competitors.

Nevertheless, one of the most important aspects of such cross media advertising is, as it has been already mentioned, maintaining a unified and integral brand image in all the cross media advertising messages. IT systems and solutions can noticeably simplify this task for companies through integrating different and multiple document formats and, thus, reducing time for the cross media ad message delivery; eliminating manual document processing and mitigating the risk of making mistakes; speeding up making alternations, needed for personalizing documents; creating and maintaining the consistent formatting and design of all advertising messages throughout your cross media advertising campaigns. Finally, such IT systems can provide your company with the assistance in the area of color output consistency of entire visual, printed, animated, pixel and other ads.  

With the further diversification of various media vehicles – print and electronic, public face the challenges of dealing with much more complicated media planning and buying tasks. It represents a special challenge in the area of Internet advertising and media buying, as the Internet alone offers advertisers a great diversity of various advertising means and opportunities. Moreover, online customer audiences are much segmented and advertisers have to resort to a lot of planning in order to carry out efficient online media buying campaigns. Thus, streamlining online media planning and buying becomes a supreme task for the majority of public – online advertisers and promoters.

Carrying out online media buying, advertisers have to consider several important factors, such as the audience coverage of the selected advertising vehicles, their level of efficiency, their consumer friendliness, their ability to generate valid traffic, the uniqueness of the chosen advertising vehicles, etc. All these factors may have a great influence on the final results of your online media buying and on the success of online advertising campaigns. Therefore, let us take a closer look at some of these online media buying factors.

One of the key factors, which condition the success of online media buying and advertising, is a clear understanding of who target consumers are and how they are to be reached through the online media. Hence, before one go ahead and purchase some advertising space or select advertising vehicles, you have to make sure that they will provide the needed media coverage and reach target customer audiences with ad
messages. Keep in mind that for the most part online users are very purpose driven ones. They surf the Web in a search of some particular information, products or services. Consequently, well targeted advertising and online media buying is possible only if you understand the purposes, pursued by your consumers.

Now, there is a variety of different advertisement formats you may resort to, though some of them are more efficient than the others or may better fit the marketing goals you pursue. Some of them, such as valid web site content, links, solicited subscriptions, fly or bridge informational adverts, can be very useful and user friendly, while pop ups or unsolicited emails can be very annoying for your target consumers. In fact, some of such advertising vehicles can even ruin your reputation and repel your customers away from visiting your web sites. In the meanwhile, the others can greatly benefit them and make them your loyal customers.

Finally, in the online media buying there are many well trodden paths, though not all of them can lead you to success. For, sometimes resorting to more unique advertising approaches and vehicles can produce much better advertising and marketing results than resorting to the approaches and ad vehicles everybody else is using. Such unique advertising vehicles are rarely used by other advertisers and offer a much lower level of competition.

Krippendorf\textsuperscript{13} said, "problems are the sole motivation for inquiries". Regardless of the inquiry, methods are only tools to solve problems. Maslow argued against means centering, believing that it leads to a hierarchy of sciences and a reification of methodology. The kinds of problems — the domain of inquiry — change over the years, but the development of theory and explanations is constant.

Capella\textsuperscript{14} could just as well have been speaking of mass media management when he summed it up this way: The most accurate and least explicit definition of interpersonal communication as a field of study would be what researchers do and what they allow other researchers to publish under the title of interpersonal communications. On this view, a definition of interpersonal communication will always be incapable of capturing the history and dynamic current affairs that characterize an active and lively scholarly community bridging several disciplines. There is a need for a comprehensive model of public relations in media management. Such a conceptual framework should embody one or more of the differences exhibited by media industries, as listed earlier. Webster suggested that such a framework should
include "managing creativity on one hand and managing the audience's consumption of that creative output on the other."

The call to theoretical commitment by Krippendorf\textsuperscript{15} (1969) suggests that research into public relations in media management should spend more effort on building theory. For example, there is a need for an examination of the exact role of the media manager, beyond that of a gatekeeper. Does the influence of management operate at different levels of the organization?

### 1.5 Significance of Public Relations in Print Media

Although today with the further development of online communications and wireless media, print media may experience some decrease in its popularity among advertisers, still there are millions of companies and entrepreneurs around the world, who resort to this kind of public relation and product promotion. However, such print media as newspapers and magazines have lost some of their offline readership, many of them still retain a fairly good number of them or have gained a new readership through extending their business into the Internet. Therefore, integral print media public relation remains one of the most commonly used public relation vehicles.\textsuperscript{16}

Moreover, some of such editions have gained narrow, but strictly segmented reader audiences, which allow advertisers to save their public relation dollars by cutting down the amount of untargeted ad campaigns. There are several important things an advertiser, and especially a newbie, needs to know about integral print media planning and buying.

Before one can go ahead and buy his media services in printed editions, even if he runs a small local public relation campaign, one has to do at least some planning. In this case, one will have more control over this process and will carry out an integral print media public relation campaign. First of all, one has to clearly understand and learn who his target customers are. It will permit you to make a list of all the printed editions, which cover those target audiences of customers and can reach them with public messages.\textsuperscript{17}

Many of the editions cover some particular readers' audiences. Those would be the people with similar life styles, a level of income, a social status and even an age range. Furthermore, some editions are aimed at b2b communications. Those could be some professional or strict thematic editions, such as health magazines or real estate
editions. Thus, getting ready for integral print media public relation campaign, one may consider buying media services from them.

Another important aspect of print media buying is periodicity of printed editions. Some of them are delivered on a daily or a weekly basis, while the others print their issues once a month or even a quarter. All such editions have their own public relation benefits and shortcomings.

Hence, as a rule, daily editions are rarely kept and read by their readers over a day period of time, while weekly ones can be used for a longer term and they can be read by all the family members. Monthly or quarterly editions are more expensive and have more content in them. People may read them for longer whiles and even pass them on to their friends or neighbors.

In addition, the researches show that free editions are less appreciated by readers and are more easily thrown away than the paid ones. Nevertheless, public relation in daily or weekly print media can be more dynamic, while public relation in monthly or quarterly ones is more respectable and reminding. Consequently, as one may see, all these public relation options may have some pros and cons in them and business is to select the ones that would produce the best possible public relation results for business.

1.6 Significance of Public Relations in Electronic Media

Electronic media i.e. TV, Mobile, Internet etc. stands among the public relation media leaders and among one of the most favorite and, in some cases, the most expensive public relation vehicles. There are certainly some benefits as well as shortcomings in television public relation. However, probably no large brand or company can overlook the public relation opportunities, offered by Electronic media i.e. TV, Mobile, Internet etc. Therefore, television ad buying becomes an area of a special interest for many advertisers. As in many other public relation media, in television ad buying companies face a challenge of dealing with a growing segmentation of TV channels' customer audiences, since today there no more nationwide TV channels, which can make the task of television ad buying easy for advertisers.

Moreover, the saturation of Electronic media i.e. TV, Mobile, Internet etc. with ad messages and their quantity there makes this task even more complicated. If
some decades ago, a company could run a thirty seconds trailer for some six times on one of the major nationwide TV channels and reach up to eighty percent of its target consumer audience, now, in order to achieve the same effect, such trailer has to be shown several dozens of times during the prime time.

Another factor that makes television ad buying a quite important and crucial task is the cost of public relation time on TV and the expenditures for creating TV trailers. Today, the prices for TV public relation may reach up to some five hundred thousand dollars per thirty second trailer, shown in the top rating TV shows, programmes or sports games. Furthermore, the price of creation of such a trailer may reach up to one million dollars per item. Nevertheless, TV public relation still remains very efficient, because in the USA, for instance, up to ninety eight percent of all the households have TVs and, thus, can be reached by ad messages through this media.

In addition, television public relation offers companies a variety of different public relation vehicles, such as public relation in news programmes, syndicated programmes, TV shows or a various creative production for TV. Consequently, in order to make television ad buying an efficient process, companies have to take into consideration many different factors. Such as TV ratings, the channels' coverage of their target audiences of customers, the geographical area coverage, public relation prices, the ad spot availability, etc.

Most TV channels would allow public relation companies to make their television ad buying in a package. In this way advertisers purchase both the prime time public relation spots together with public relation during other parts of the day. Nonetheless, making bundle television ad buying companies can get better prices than if they would purchase some specific spots in the prime time alone. Making such package television ad buying, public relation companies get also more space for the price negotiations with TV channels.

Performing your television ad buying, you should not forget about such an important thing as your product protection, as no advertiser wants his or her products' ads to go in the same block with the ads of their competitors. Most TV channels will provide you with guarantees that your trailers will not be shown before or after your competitor ones. However, in some cases, you may even obtain the guarantees of no less than five to ten minutes break between such competing trailers.
1.7 Rationale of the Study

Human being is surrounded daily by printed publications and we rarely pay any attention to their role and significance throughout history. We seem to ignore their current status and future potential in a world flooded by websites and web media. What do prognosticators say about print media and the press?

Print media are lightweight, portable, disposable publications printed on paper and circulated as physical copies in forms we call books, newspapers, magazines and newsletters.

They hold informative and entertaining content that is of general or special interest. They are published once or daily, weekly, biweekly, monthly, bimonthly or quarterly.

Their competitors include electronic, broadcast and Internet media. Today, many books, newspapers, magazines and newsletters publish digital electronic editions on the Internet.

It can be seen that, the process of IT revolution has widened the scope of electronic media during the last few years. Electronic media covers radio, mobile, TV, internet and so on. The viewership of these media is increasing day by day. Whereas, the readership of print media is decreasing day by day. Further, the choice of media i.e. print or electronic differs according to age, sex, educational qualification, occupation, location etc. Further choice of media also depends upon other factors like socio-economic conditions of the readers / viewers, their social status, their environment, family background and so on.

These factors also have a long term impact on brand equity of the media, its social responsibility, goodwill, economic status and circulation.

Right now, the Indian mass media are actively involved in the different aspects' of national development. After the national emergency declared in India in June 1975, the mass media, especially the press, came under stress. But it should be stated to the credit of the media that in spite of severe restraints, they gave increasingly contributed to improvement of the situation and assisted the government and the masses in social, economic and political endeavour. People are being systematically educated in the new and modern means of production. Much more needs to be done however\textsuperscript{20}.

The coming of huge industry and large-scale construction works in India after independence have brought problem: complex working groups human resources
mobilisation for national development, which have in turn changed the skill, training and attitudes which usually go side by side. As "the mobilising of human resources requires a great deal of attention of what the population knows and thinks of national development, and especially to the encouragement of the attitudes and social customs and the provision of knowledge, which will be favourable to the development", the mass media have undertaken the job quite competently.

This task of creating and encouraging attitudes and providing adequate information is being increasingly entrusted to the mass media. For, unless, according to Wilbur Schraemm, "there is enough information designed to encourage productive attitudes, social patterns and customs", the development process is bound to suffer and be blocked. The individual differences perspective, the social categories perspective and the social relations perspective theories as enunciate by Melvin De Fleur and Sandra Ball-Rokeach find a fair amount of application in the present Indian situation, if we assess the economic, social and political perspectives in the country in the last three decades or so since the dawn of independence. Terrific changes have taken place in the entire range of human activity in the country.

Schramm notices change in social, cultural, religious and personal attitudes which subsequently have helped change and shape a society completely differently. The Indian society has by and large reacted almost in an identical manner. This has been amply established by some well known studies conducted by Indian mass communication scholars such as Rao, Damle and several others. These researches have proved that mass media have immensely aided and assisted the rate and score of development and the pace of people in absorbing the new media which has completely revolutionised the style of people.

In bringing about these changes in which the various media are fully participating and getting involved include political consciousness, urbanisation, professional mobility, adult literacy, media consumption, and a broad general participation in the nation's reconstruction and similar activities. This has given a new dimension to the media's role in a developing situation and this is media in action in a country well on a road to progress which India presents today in the last quarter of the twentieth century.

Considering its size, swelling population and a fairly developing economy and a comparatively stable political system, India is the largest country in Asia today, second only to China. A great task of building up the country and developing its
various latent human and natural resources lies am head of the people in numerous fields. For its economic recovery and raising a complex infra-structure, India has already executed its four five-year development plans: the fifth commenced from April 1976 and will cost of the country about $1,000 billion (Rs. 70,000 crore) on its completion and full execution in 1981. It is a colossal task requiring close cooperation and thorough coordination of the various factors including the mass media.

The Indian people "raised in different social environments" are therefore passing through a series of changes in "attitudes, values and beliefs that constitute their personal-psychological makeup." No system of mass media are "poorly developed." They have not been put to work "for economic development nor have they been used to bring about common anxieties, common concerns, and common emotions for India as a whole." 23

It is therefore necessary to study the relationship between these various factors and find out whether there is any significant difference on such factors with reference to variables like age, sex, educational qualification, occupation and location etc. Considering this the researcher has studied the impact of public relation practices of print and electronic media with special reference to Marathwada region of Maharashtra state.

1.8 Objectives of the Study

The objectives of the present study are as follows:

1. To present a socio-economic and demographic profile of Marathwada Region.

2. To present an introductory profile of the sample print and electronic media selected for the study.

3. The study the development of Print & Electronic Media in the area under study i.e. Marathwada Region vis a vis its present scenario.

4. To present an analytic study of public relation practices of print and electronic media in Marathwada region.

5. To present a microscopic study of the significance of public relation practices of print and electronic media in Marathwada region.

6. To present an analytic study of the impact of public relation practices of print and electronic media on their brand equity.
7. To present an analytic study of the impact of public relation practices of print and electronic media on their social responsibility aspect.

8. To present an analytic study of the impact of public relation practices of print and electronic media on their goodwill.

9. To present an analytic study of the impact of public relation practices of print and electronic media on their economic status.

10. To present an analytic study of problems of public relation practices of print and electronic media in Marathwada region.

11. To present conclusions and recommendations.

1.9 Limitations of the Study

The limitations of the study are as follows:

1. The study is geographically limited to Marathwada Region of Maharashtra state consisting 8 districts namely, Aurangabad, Jalna, Beed, Parbhani, Hingoli, Nanded, Latur, Osmababad.

2. The study is limited to the public relation practices of print and electronic media only.

3. The study is limited to the public relation practices of news papers in case of print media and TV channels in case of electronic media.

4. In case of print media one local news paper and regional news paper having a minimum circulation of 25 thousand are taken for study.

1.10 Hypothesis of the Study

The hypothesis of the study are as follows:

1. There is significant difference in the opinions of different age groups about the impact of public relation practices of print and electronic media on brand equity, social responsibility, goodwill, economic status and circulation of the media.

2. There is significant difference in the opinions of different sex groups about the impact of public relation practices of print and electronic media on brand equity, social responsibility, goodwill, economic status and circulation of the media.

3. There is significant difference in the opinions of different educational qualification groups about the impact of public relation practices of print and
electronic media on brand equity, social responsibility, goodwill, economic status and circulation of the media.

4. There is significant difference in the opinions of different occupation groups about the impact of public relation practices of print and electronic media on brand equity, social responsibility, goodwill, economic status and circulation of the media.

5. There is significant difference in the opinions of different location groups about the impact of public relation practices of print and electronic media on brand equity, social responsibility, goodwill, economic status and circulation of the media.

6. There is no significant difference in the opinions of print and electronic media persons about the various problems of public relation practices.

1.11 Scope of the Study

The present study has various dimensions of scope. There is a geographical dimension. The study is spread over the Marathwada Region. Marathwada is a economically developing region of Maharashtra state. It characterizes the developing stage by lack of industrial development, lack of transportation facilities, lack of irrigation facilities, large rural population and so on. Due to these and many other reasons the education background also shows a low profile. No doubt, the educational level is increasing gradually. Readership of news papers is more in regional language. People give preference to local news papers. Regional news papers are also in use but to a lower extent. News papers in the languages other than regional language attract lesser readership as compared to regional language. As far as the electronic media is concerned the viewership of TV channels is limited to entertainment channels and news channels as compared to knowledge based educational channels. The channels are also viewed in regional language – Marathi or national language – Hindi.

Considering these points the scope of present study covers the whole Marathwada region with its 8 districts including rural-urban area. Further, the study is spread over to a sample of local and regional news papers and commonly viewed TV channels of news and entertainment.

The public relation practices differ from media to media and also according to the size of media company. The regional spread of the company and its circulation
also effects the method of public relation practices adopted by the media company. The researcher has considered this aspect in the present study.

The demographic characteristics of the readers of print media and viewers of electronic media has a valuable consideration with reference to the impact of public relation practices adopted by print and electronic media. The researcher has taken into consideration various demographic aspects such as: age, sex, educational qualification, occupation and location of the readers and viewers.

From the point of view of media company the public relation practices have concern with the goals and objectives of the company such as, creation of brand equity, assumption of social responsibility, building up of good will, strength of economic status and circulation.

1.12 Research Questions Considered

The present study has analyzed a number of questions connected with public relation practices of print and electronic media in Marathwada region, such as:

1. What are the different public relation practices of print and electronic media?
2. What is the impact of public relation practices of print and electronic media on their brand equity?
3. What is the impact of public relation practices of print and electronic media on their social responsibility?
4. What is the impact of public relation practices of print and electronic media on their good will?
5. What is the impact of public relation practices of print and electronic media on their economic status?
6. What is the impact of public relation practices of print and electronic media on their circulation?
7. Does the impact of public relation practices of print and electronic media differ according to age, sex, educational qualification, occupation and location?
8. What are the different problems connected with public relation practices of print and electronic media?

These are the research questions considered by the researcher.
1.13 Research Methodology

This is a descriptive, empirical, historical survey. This is a comparative analytical study based upon primary data. This study is based upon field survey. Therefore, the researcher has adopted a suitable model of research methodology. This study is an attempt to analyze the status, impact and problems of print and electronic media with reference to public relation practices in the Marathwada Region of Maharashtra state. This is a historical, empirical, analytic and descriptive study. Therefore the researcher has adopted a suitable pattern of research. The research methodology consist of:

**Primary Data:**

The study is based upon primary data. The researcher has conducted a field survey by means of visits and interviews for the purpose of collecting primary data. The researcher has prepared structured questionnaires for Media Officials as well as public in general.

Primary data has been collected with the help of this questionnaire and the same has been analyzed for drawing conclusions.

Two questionnaires have been prepared for data collection.

- **Questionnaire ‘A’** : For Readers of Print Media and Viewers of Electronic Media
- **Questionnaire ‘B’** : For Staff of Print Media and Electronic Media

**Secondary Data:**

The researcher has also used secondary data from various published sources such as –

1. Published data of various government agencies,
2. Research journals and periodicals,
3. Newspapers,
4. Other sources
5. Internet sources

The data collected from these sources has also been subjected to statistical analysis for the purpose of presentation.
Statistical Tools Used:

The researcher has used various statistical tools, techniques and methods such as collection, classification, tabulation, graphic presentation, percentages, averages, Chi-Square Test analysis etc.

Universe and Selection of Sample:

Universe and selection of sample of the study is as follows:

The details of print & electronic media in the area under study is shown in the following table.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Particular</th>
<th>No. of Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>01.</td>
<td>Print Media</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1.1 News Papers</td>
<td>489</td>
</tr>
<tr>
<td></td>
<td>1.2 Periodicals</td>
<td>138</td>
</tr>
<tr>
<td></td>
<td>1.3 Other</td>
<td>42</td>
</tr>
<tr>
<td></td>
<td>Total Print Media</td>
<td>669</td>
</tr>
<tr>
<td>02.</td>
<td>Electronic Media</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2.1 T.V. Channels</td>
<td>234</td>
</tr>
<tr>
<td></td>
<td>2.2 Radio Channels</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>2.3 Internet</td>
<td>01</td>
</tr>
<tr>
<td></td>
<td>Total Electronic Media</td>
<td>248</td>
</tr>
<tr>
<td></td>
<td>Grand Total</td>
<td>917</td>
</tr>
</tbody>
</table>
First Layer of Sample:

The researcher has selected all the eight district of Marathwada region namely, Aurangabad, Jalna, Beed, Parbhani, Hingoli, Nanded, Latur, and Osmanabad.

Second Layer of Sample:

The researcher has selected one (01) local news paper in regional language (Marathi) published from each of the sample district. Thus, a total sample of 08 local news papers is selected.

The researcher has also selected one (01) regional news paper in regional language (Marathi) published. Thus, a total sample of 08 regional news papers is selected.

Thus a total sample of 16 news papers representing print media is selected.

Third Layer of Sample:

The researcher has selected electronic media TV Channel. This includes two types of channels,

1) News Channels : The researcher has selected 8 news channels. Out of which 4 are in regional language (Marathi) and 4 in National language (Hindi).

2) Entertainment Channels : The researcher has selected 8 entertainment channels. Out of which 4 are in regional language (Marathi) and 4 in National language (Hindi).

Thus a total sample of 16 TV channels of electronic media is selected.

Fourth Layer of Sample

The researcher has selected a sample of 50 readers of each news papers. Thus a sample of print media readers comes to 50 readers x 16 papers = 800 readers.

The researcher has selected a sample of 50 viewers of each channel i.e. news channel and entertainment channel. Thus a sample of electronic media viewers comes to 50 readers x 16 channels = 800 viewers.

It is to be noted that, the sample persons responding to the impact of print and electronic media are the same.

Fifth Layer of Sample
The researcher has selected a sample of 5 staff members related with news papers representing print media. Thus a total sample of 5 persons x 16 news papers = 80 persons is selected.

The researcher has also selected a sample of 5 staff members related with TV channels representing electronic media. Thus a total sample of 5 persons x 16 channels = 80 persons is selected.

Thus, the total sample of media persons comes to 160.

1.14 Chapter Scheme

The chapter scheme of the thesis is as follows:

Chapter 1 : Introduction
This first chapter includes introduction to the subject matter under study, scope of the study, significant of the problem under study, rationale of the study. The objectives of the study are given. Limitations are stated. Hypothesis of the study are given. The research methodology is explained and chapter scheme is also given.

Chapter 2 : Review of Literature
This second chapter is devoted to presentation of brief review of past studies and related literature.

Chapter 3 : Profile of Marathwada Region
This third chapter gives an analytic overview of socio-economic and demographic aspects of the area under study. It also gives the profile of the sample print and electronic media.

Chapter 4 : Public Relation Practices of Print and Electronic Media
This chapter discusses the theoretical aspects of public relation practices of print and electronic media.

Chapter 5 : Impact of Public Relation Practices of Print and Electronic Media
This chapter is based upon primary data. It presents an analytic study of the public relation practices of print and electronic media. It studies the impact of public relation practices of print and electronic media on brand equity, social responsibility, good will, economic status and circulation of the media. It analyses the opinions of readers
and viewers of print and electronic media according to age, sex, educational qualification, occupation and location.

**Chapter 6  : Problems of Public Relation Practices of Print and Electronic Media**

This chapter is based upon primary data. It presents an analytic study of the problems of public relation practices of print and electronic media. The discussion of problems is based on the opinions of staff members of print and electronic media.

**Chapter 7  : Conclusions and Recommendations**

This chapter is devoted to presentation of conclusions and recommendations of the study.

Bibliography and questionnaire are annexed.

Thus, in this chapter the researcher has given an introduction to the subject matter under study. The researcher has also stated the objectives of the study, the limitations are outlined, the hypothesis are stated. The researcher has also given the researcher methodology and data collection techniques used. The rational and significance of the study is stated along with scope and research questions covered.

**References:**

5. Syed M. H., Ibid.
10. Syed M. H., Ibid.
15. Krippendorff, K. (1980), Content Analysis : An Introduction to its Methodology, Sage, California

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