

Content under the topic: Definition of Public Relations:

For BA (JMC) students

Semester: 3rd

**PUBLIC RELATIONS:**

Public Relations is the deliberate, Planned and sustained efforts to establish and maintain understanding between and organisations and public. This is how the Institute of Public Relations, London has defined Public Relations. It is a definition accepted by Public Relations Society of India.

The Public Relations Society of America defines public relations as “a strategic communication process that builds mutually beneficial relationships between organizations and their publics.” Essentially, public relations specialists manage an organization’s public image and reputation. They help that organization communicate with their public and work on developing a positive relationship between the two.

Often abbreviated to “PR,” public relations is a distinct discipline, but it does share characteristics with several different specialties, such as marketing, communications, and advertising. Though responsibilities in these fields may be similar, there are certain aspects of public relations that differentiate it and make it a unique industry.

Public Relations is subtle and often unrecognised by general public. It is not paid for directly and sponsor is rarely mentioned.

Disclaimer: The above wrote-up has been compiled from various sources ranging from websites to book Mass Communication in India by Kewal J. Kumar to enhance students’ basic understanding and Public Relations for their academic purpose only.

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