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M.A. [Journalism and Mass Communication]

II - Semester

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**ADVERTISING AND
PUBLIC RELATIONS**

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INTRODUCTION

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Advertising is a non-personal mass medium by which marketers communicate with their customers. Advertisers (companies that advertise their products) pay for transmitting relevant messages through appropriate media. Advertising aims at reaching out to a large group of target audience. The flow of communication is unidirectional.

The objective of advertising is to enhance brand equity. Brand equity increases when more consumers are aware of the brand; their associations with the brand become stronger and more positive, their perceptions of brand quality become more favourable and they grow more brand loyalty. Advertising enhances brand equity by forging favourable, strong and unique associations in consumer's memory between the brand and its features and benefits. When advertising creates unique and positive messages, a brand becomes differentiated from competitive offerings and is relatively insulated from future price competitions. Strong advertising represents a deposit in the brand equity bank. But only strong, i.e., different, unique, clever and memorable advertisements represent a deposit. Another way for companies to maintain their brand image is through public relations. Public relations mean the professional maintenance of a favourable public image by a company or other organization or a famous person.

This book, *Advertising and Public Relations* has been designed keeping in mind the self instruction mode (SIM) format and follows a simple pattern, wherein each unit of the book begins with the Introduction followed by the Objectives for the topic. The content is then presented in a simple and easy-to-understand manner, and is interspersed with Check Your Progress questions to reinforce the student's understanding of the topic. A list of Self Assessment Questions and Exercises is also provided at the end of each unit. The Summary and Key Words further act as useful tools for students and are meant for effective recapitulation of the text.

BLOCK - I
ADVERTISING AND TYPES OF ADVERTISING

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**UNIT 1 INTRODUCTION TO
ADVERTISING**

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1.0 INTRODUCTION

Advertising communicates to people how the advertised product/service can satisfy some of their relevant needs in a meaningful way. It is a substitute of human salesmanship and includes all the visual or oral messages transmitted to people that aim to inform them and influence their buying behaviour, or to incline the target audience favourably towards institutions, ideas or persons that have been featured.

There is a saying in the world of marketing - doing business without advertising is like talking alone in an empty room; you know what you are saying, but nobody else does. This speaks volumes about the importance of advertising in the modern world. Its importance can also be judged by the fact that in today's world it is tough to imagine any organization which does not advertise. Every business strives to make profit. In this context, advertising is extensively used by business organizations to promote goodwill, increase sales, and create awareness; in short, to reach people with the right sense at the right time. It is a tool for making an organization and its products and/or services known to the people at large, in such a manner that it brings about a desire to buy the product and/or avail the services being offered by the company.

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It is important to differentiate between advertising and advertisements. Advertising is a process which uses advertisements to promote a product/service/idea. It includes the process of planning, developing, preparing and producing, placing the advertisements in the selected media and finally assessing the effects of the advertisements. On the other hand, advertisements can be defined as materials that are used to convey persuasive messages to target prospects. Advertising also involves significant financial implications. Successful advertising depends on the right combination of numerous factors such as market trends, brand preference and various media used to reach the target audience.

In addition to elucidating the meaning and definition of advertising, this unit aims at analysing its evolution and growth.

1.1 OBJECTIVES

After going through this unit, you will be able to:

- Understand the meaning and definition of advertising
- Explain the nature, purpose and role of advertising
- Discuss advertising as a marketing tool
- Analyse the evolution and growth of advertising

1.2 DEFINITION OF ADVERTISING

The word 'advertising' has been derived from the Latin word, '*advertere*' which means to attract people's attention to a specific product or service. The most commonly used definition of advertising was given by the American Marketing Association (1960). It defined advertising as any paid form of non-personal presentation and promotion of ideas, goods or service by an identified sponsor. In the simplest of terms, advertising can be defined as a paid form of non-personal communication about an organization or its products that is transmitted to a target audience, through an appropriate medium.

According to Mason & Roth, advertising is a salesmanship without a personal salesman.

Krick Patrick defines advertising as mass communication of information intended to persuade buyer so as to maximize dollar profit.

Advertising is basically a paid form of (or commercial) mass communication. Professor James E. Littlefield and Professor C. A. Kirkpatrick, in their book *Advertising: Mass Communication in Marketing*, have defined advertising while differentiating commercial communication, mass communication and commercial mass communication:

- The basic function of commercial communication is to change a person's attitudes about or actions toward a subject or object.
- The purpose of mass communication is to change or reinforce the attitudes of many individuals and if possible, to cause them to take actions that are favourable to the communication.
- The basic objective of advertising, as commercial mass communication is mostly to induce purchase. Advertising tries to succeed in this objective by trying to change the buying behaviour of potential customers, by sustaining or reinforcing the buying behaviour of existing customers and of course, by trying to create or maintain a favourable action towards the advertised product or company.

Albert Laskar gave a definition of advertising in the 1920s, when the only advertising media available were newspapers and magazines. According to him, 'Advertising is salesmanship in print'.

The Definition Committee of the American Marketing Association (AMA) gave one of the most commonly used definitions of advertising in 1948. It defined advertising as any paid form of non-personal presentation and promotion of idea, goods, or services by an identified sponsor.

Although this definition is widely accepted, yet there are some shortcomings in the definition. In 1988, Dorothy Cohen, in her book *Advertising* pointed out that this definition does not mention about the persuasive nature of advertising, its creative aspects and the large number of advertising media.

So Dorothy Cohen suggested the following definition:

'Advertising is a business activity employing creative techniques to design persuasive communication in mass media that promote ideas, goods and services in a manner consistent with the achievement of the advertiser's objectives, the delivery of consumer satisfaction and the development of social and economic welfare'.

A British advertising industry's professional body, The Institute of Practitioners in Advertising (IPA), describes advertising as a fascinating fusion of business and art. According to IPA, the planner, the negotiator, the writer, the artist, the production expert, the management coordinator combine to form a team which delivers pertinent and hopefully first-rate advertising solutions to help clients achieve their business goals.

Subroto Sengupta, in his highly acclaimed book, *Brand Positioning: Strategies for Competitive Advantage*, defines advertising as the discovery and communication of a persuasive difference for a brand to the target prospect.

Prof. Jaishri N. Jethwaney, who teaches advertising at the Indian Institute of Mass Communication, New Delhi, has provided a working definition of advertising in her book. According to Jethwaney, advertising is the art and science of building brands through persuasive communication and positioning them in consumers' perception with constant vigil on the market situation and consumer expectations.

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According to another definition, advertising is an organized method of communicating information about a product or service, which a company or an individual intends to sell. It is a paid announcement that is communicated with the help of words, pictures, illustrations and music in a medium/media found appropriate for reaching the target audience/prospective buyers.

The vast number and different types of definitions reinforce that advertising makes use of various subjects such as psychology, sociology, anthropology, economics, arts and literature.

In addition, professionals belonging to different fields have facilitated the growth of advertising. Moreover, different people from diverse backgrounds who had different approaches to understanding the process, functioning and effects of advertising have developed a wide variety of definitions.

Burt Manning of J. Walter Thompson defines advertising as one of the important forces which serves the public interest. It is a form of open communication between those who sell and those who buy. It is a form of advocacy open to any company or cause that wants to argue in case. The jury is the public and every purchase is a vote.

Nonetheless, advertising is different from salesmanship. Unlike salesmanship, which involves direct face-to-face communication, it is clear from the various definitions that advertising is non-personal and indirect means of communication with the prospects by means of various media. Salesmanship involves communication through personal interview between the salesman and the prospect while by way of advertising; the advertiser reaches a large number of prospects simultaneously.

Advertising also differs from publicity in the sense that publicity may or may not have an identified sponsor, whereas advertising always has an identified sponsor. Unlike publicity, advertising is a paid form of communication. In fact, it would not be incorrect to say that paid publicity is advertising.

1.2.1 Purpose of Advertising

Advertising is always goal-oriented and it attempts to accomplish a wide variety of goals. The objectives of advertising may be to:

- Catch the attention of the prospective consumers/customers.
- Promote or persuade prospective consumers/customers to find out more about the product or service, for example, visiting the company's website.
- Create awareness about the product.
- Attract the prospective consumers/customers to try the product or avail the services by offering introductory prices, trial offers, free gifts and coupons.
- Introduce a new product/service/idea effectively.
- Reassure the customers that the brand is trustworthy and reliable.

- Disseminate any additional information regarding the advertised product/service, such as any new feature of the product.
- Reaffirm an existing brand image or to create a new brand.
- Increase immediate profits.
- Influence a desired change in the buying behaviour and consumption pattern of the people. For example, it may try to persuade us to join a particular computer course or donate for a charitable cause.

Advertising should concentrate on clear goals that should be measurable.

These objectives are known as DAGMAR (Defining Advertising Goals for Measured Advertising Results). This concept was given by Russell Colley in the year 1960 in his book *Defining Advertising Goals for Measured Advertising Results*. He defined advertising as a paid form of mass communication, the ultimate purpose of which is to impart information, develop attitude and induce action that is beneficial to the advertiser, generally the sale of a product.

In the same book, Colley concluded that ‘All commercial communication that weigh on (or aim at) the ultimate objective of a sale, must carry a prospect (recipient of advertising message) through four levels of understanding. The prospect must first be AWARE of the existence of a brand or a company. He must have a COMPREHENSION of what the product (or company) is and what will it do for him. He must ARRIVE at a mental conviction to buy the product. Finally, he must stir himself to ACTION.’

A good (read great) advertisement should satisfy the objectives of both the advertiser and the consumer. Advertising should meet the objectives of consumers by engaging them and delivering the desired message. Nonetheless, it must achieve the advertiser’s objectives. Advertiser and consumer have different expectations from advertising. The advertiser must ensure that the advertisement satisfies all the objectives/expectations of both the advertiser and the consumer.

1.2.2 Functions of Advertising

At the elementary level, advertising is all about influencing the target audience by providing them with information. Although each advertisement has specific objectives to accomplish, advertising performs three primary functions. These are as follows:

i. Giving information regarding product and brand: Providing relevant information to the target audience is the chief function of advertising. This information, in turn, helps the prospects of decision-making. The kind of information in advertisement will depend on the product/service/idea being advertised and the needs of the target audience. If the product is technical, the information carried in the advertisement will be detailed.

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ii. Giving incentives to take action: Various researches indicate that consumers are averse to switching brands even when they are not completely satisfied with the product they are using. It is not very easy to change their established behaviour. Advertising helps in bringing about the required change in the buying behaviour of the consumers by way of providing them reasons and offering incentives to switch product brands. Incentives being offered may include high quality, competitive price, trial packs, free gifts and warranties.

iii. Giving reminders and reinforcements: Advertising is not only directed at the prospective consumers/customers, it is directed at current customers as well. Over a period of time, the consumers may forget why they bought a particular brand of TV or car. Advertising repeatedly reminds the consumers about their purchased brand, its unique features, benefits value and so on. Constant exposure to such messages (in the form of advertisements) helps reinforce the consumer's decision and helps in creating brand loyalty.

Other functions of advertising can be summed up as follows:

- Registering, reminding and reinforcing the brand name
- Creating differentiation, preference, loyalty, corporate image of brand
- Changing brand and corporate image
- Introducing a new product/idea/service
- Reinforcing corporate image

In the early 20th century, Daniel Starch, pioneer in advertising research, gave a formula to explain the functions of advertising. This formula is popularly known as the Starch formula. According to the Starch formula, in order to be effective, an advertisement should be:

- Seen, read or heard
- Believed
- Remembered
- Acted upon

1.2.3 Nature and Scope of Advertising

Advertising is both an art and a science. It is the art of bringing about the desired effects amongst the target group by way of exposing them to mass-produced messages. It involves the science of human psychology to ensure effectiveness of the message. Some of the salient features of advertising are:

- Advertising provides a link between the producer and the consumer.
- Advertising is non-personal and thus excludes interpersonal communication.
- Advertising promotes tangible products like car, iPod; ideas like prevention from cervical cancer, family welfare and services like hospitality, insurance policy and others.

- Advertising is a paid form of communication where the sponsor (advertiser) is always identified. The sponsor could be a commercial or non-commercial organization.
- It tries to bring about a desired change in the behaviour of the target audience.
- Advertising appears in a recognized media such as newspapers, magazines, hoardings, radio, TV and direct mail.

There are five key players in advertising. These are:

1. The advertiser
2. The advertising agency
3. The media
4. The vendor
5. The target audience

1. Advertiser: Advertising begins with the advertiser. An advertiser is usually the initiator of the advertising process. An advertiser could be an individual or an organization or an institution. An advertiser may wish to communicate information about product/service/idea to a target segment. It is the advertiser who takes the final call on all important decisions like the advertising budget, various media to be used to reach the target audience and the campaign duration.

2. Advertising agency: It is the second player in the advertising world. Advertising agencies are hired by the advertiser to plan and execute an individual commercial or a complete advertising campaign. This understanding between the advertiser and the advertising agency is called the agency-client partnership. Advertising agencies provide strategic and creative expertise, media knowledge and workforce talent to the advertiser. These agencies also negotiate good deals for their clients.

Large companies may even have their own in-house advertising agencies. This ensures closer monitoring and better control over advertising. These in-house agencies perform most advertising functions and many a times they also undertake all the functions of an external advertising agency in a more cost-effective manner. It was the Liverpool-based White Star Line's in-house advertising agency that planned and created most of Titanic's advertising.

3. Media: Media can be termed as the third player. Media is the term used to describe the channels of communication that are used to carry messages from the advertiser to the target audience. The selected media must deliver advertising messages in a way that is consistent with the creative effort.

Media sells space in newspapers, magazines as well as in support media like World Wide Web to the advertiser. It also sells time in electronic media like TV and radio. Media organizations also help advertiser/advertising agency

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in selection of appropriate media for transmitting message to the audience and offer assistance in ad designing.

There are different media that can be used for advertising. It is not rare to find advertisements on billboards, walls, web banners, shopping carts, web pop-ups, bus stop benches, logo-jets (advertisements on the sides of aeroplanes), taxi doors and even in airbuses on the seat-back tray tables and overhead storage bins. These days we even find advertisements on fruits. It is not rare to find advertising stickers on apples when we go to a supermart to purchase them. There are even advertisements on the back of movie tickets and supermarket receipt bills. Advertisements may seem interesting and entertaining at times and annoying at other time. Figure 1.1 shows a metro with a UNICEF advertisement at a railway station. Buses and trains are popular medium of advertising. A bus with an advertisement is a common site not only in India but abroad as well as shown in Figure 1.2.



Fig. 1.1 Advertisement on Metro



Fig. 1.2 Advertisement on Bus

4. **Vendor:** Vendors are the fourth player in the advertising world. Vendors are a group of service organizations that are responsible for providing assistance to advertisers, advertising agencies and the media. Vendors include freelancers, consultants and other professionals who assist in meeting the advertising objectives and planning as well as designing an advertisement. It is not feasible to hire all kinds of professionals as it means a lot of money. Also, many a times, the advertiser or the agency handling his advertising campaign may not have an expertise in a particular field or they may also have their hands full when it comes to work. Thus, an advertiser or an advertising agency may avail services of copywriters, graphic designers, market researchers and public relations consultants.
5. **Target audience:** The fifth player in the world of advertising is the target audience. The advertising strategy, for any product or service or idea, always keeps in mind the target audience. In terms of marketing, target audience denotes the person who purchases a product (also called a customer). The advertiser/ agency spends a reasonably good amount of money on ascertaining the target audience, they need to communicate with. However, many a times in spite of a lot of research, a campaign may fail to reach particular target audience. One must keep in mind that in advertising there may be more than one segment that the advertiser needs to target. The latest advertising of Knorr soupy noodles targets both children and their mothers.

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1.2.4 Role of Advertising in Economy

In today's modern world, advertising has become an integral part of our lives. It is omnipresent. It has even made in-roads in our bedrooms. Advertising may be entertaining, interesting, informative or annoying. We may love it or we may hate it, but the fact remains that it is difficult to imagine a world without advertising.

Advertising also plays a very significant role in business as well as society. Let us understand this role. Every business enterprise makes use of marketing in order to satisfy the needs and wants of its customers through goods and services. The various tools used for marketing include the product, its price, mode of delivery of product and the place. Marketing includes promoting all the relevant information about the product to its target audience. This is also called marketing communication or promotion. The four Ps of marketing include product, price, place and promotion. An advertiser uses several communication techniques to promote its product. Although these techniques include sales promotion, public relations and others; advertising is viewed as an integral part of marketing communication and is probably the most visible one.

Advertising is a form of mass communication and its role is very significant in communicating different types of information, keeping in mind the requirements of the market and the target audience. At the same time, advertising goes much

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beyond plain facts and helps in giving a personality to the advertised product. Advertising can also increase price elasticity and provide consumers with recall cues so that they can consider more substitutes at the time of making a purchase.

Advertising helps us to make more informed decisions as customers. It apprises us of the latest trends in the market. It informs us about the latest innovations in products available in the market. As all the established business houses make use of advertising as a tool of marketing communication, it is beneficial for the consumers as it helps in comparing various brands of a particular product in the market and in making informed consumer decisions.

1.2.5 Advertising as a Marketing Tool

The American Marketing Association defines advertising as ‘The process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services to create exchange that satisfies individual (customer) and organizational objectives.’

Accordingly, organizations aim at creating products that may satisfy the needs and requirements of the customer. This, in turn, requires a set of well-coordinated activities. Advertising plays a vital role here by communicating this information about the product to the target audience.

Although there may be different objectives behind marketing a product, the primary marketing objectives include introducing product; motivating new customers to buy the product; inducing the present customers to make more purchases of the product; obtaining more shelf space; maintaining sales in off-seasons and competing with other brands. The concept of the following terms needs to be understood to explain advertising as a marketing tool:

- i. Marketing mix:** The process of marketing involves three major steps. First, satisfying the wants and needs of customers. Secondly, coordinating all marketing efforts across the organization and thirdly, achieving long-term goals. There are four major components of marketing—product, price, place and promotion. All these four components are termed as controllable variables as the marketers can control these components. Based on market research and keeping in mind the customers’ needs and expectations, marketers often vary these variables. They may create a mediocre quality product and put a reasonable price tag or they may decide to manufacture high quality product and price it high, depending on the target audience’s profile. Marketers may choose personal selling to sales promotion or vice versa depending upon the means which is most suitable for advertising their product. Thus, advertising and marketing are related.

By now, we understand that promotion is an important component of marketing and it helps in achieving marketing objectives. A product can be promoted only with the help of communication. Hence, it is also termed as

marketing communication. The process of promotion involves apprising the target audience about the suitability of the product for them in terms of quality, availability and affordability of the product. In order to ensure that product promotion gives the marketer desired results, it must be carried out in an attractive, appealing, adequate and convincing manner.

- ii. Promotional mix:** For the purposes of promoting a product, there are four tool options available with the marketer. These are – sales promotion, personal selling, public relations and advertising. They are also known as promotion mix. Just as in case of marketing mix, marketers exercise control over the promotional tool options. They decide which promotion tool has to be used and to what extent. Earlier, these promotional tools were used separately. However, these days there is a change in the trend. Now, marketers adopt an integrated approach, which means that marketers integrate more than one promotional tool for the purposes of promoting their product. When marketers adopt an integrated approach for promotion, then it is known as integrated marketing communication.
- iii. Sales Promotion:** The first promotional tool is sales promotion. Sales promotion is a term used for all the activities that are beneficial in promoting sales of a product. These activities could be trade-related or consumer-related. Trade-related sales promotion is a part of push strategy. Under this strategy, the trade chain (which includes wholesalers, dealers and retailers) is encouraged to push the product. Just in contrast is the consumer-related sales promotion which is a part of the pull strategy. Here, the focus is on consumers who are encouraged to begin and continue buying a particular brand. It is through advertising that the consumers are apprised of attractive offers, to increase the sales.
- iv. Personal selling:** The second promotional tool is personal selling. It can be a very effective tool of promotion, but mostly in case of industrial goods. Many in service sector, such as insurance, also make use of personal selling. However, one may not find it feasible for many products, particularly for consumer goods. Personal selling requires a large sales force and is very time consuming. It is practically not possible to reach out to a very large number of prospective consumers.
- v. Public Relations (PR):** The third promotional tool is public relations (PR). It is a long-term process which helps in creating good will and enhancing the reputation of the organization. It is with the help of public relations that mutually beneficial relations are created and then sustained between the organization and different stakeholders like shareholders, customers, investors, media and employees. The positive image of the organization created with the help of public relations in turn helps in achieving the marketing objectives. PR is beneficial in creating and sustaining loyalty.

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1.2.6 Economic Effects of Advertising

Advertising has several economic effects:

1. **On gross domestic product:** Advertisements stimulate demand, spending by consumer rises, thus increasing gross revenues of firms and contributing to an increase in GDP and helping in introducing new products.
2. **On business cycles:** Advertising has a stabilizing effect on downturns in business activities. Many firms increase advertising expenditure in times of recession. Firms that maintain advertising during recession perform better afterwards as compared to firms that slash their advertising expenditure. This is because many competitors cut expenses, thus increasing the prominence of the company's advertising. Advertising during an economic downturn also sends positive signals to consumers about the company's brand image, as they perceive the company is doing well even during the period of recession.
3. **On competition:** Advertising stimulates competition and hence companies come up with better products and production methods, which benefit the economy as a whole. Advertising provide a gateway to gain entry into new markets and consequently, competition across economies is encouraged. However, critics have highlighted that amount of money needed to compete efficiently in many industries is often unaffordable. As a result, advertising acts as a barrier to entry into industry, that is, a firm may have all the potential to compete in an industry except the advertising expenditure, which is very high. Advertising can actually decrease the overall amount of competition.
4. **On prices:** Cost for advertising is built into price but this must be judged against how much effort a consumer would have to put into searching for a product without benefit of advertising. Advertising by stimulating demand causes economies of scale resulting in lower costs and hence lower price.
5. **On value:** Value is the perception by the consumer that a product provides beyond the cost incurred to acquire the product. Value is added to consumption process by advertising. The experience of eating at McDonald's or drinking a Coke is enhanced by the expectation the advertising has created and reinforced within the consumer. Advertising affects a consumer's perception of value by contributing to symbolic value and social meaning of a brand. Symbolic value refers to what a product means to consumers in a non-literal way. For instance, automobiles symbolized self-concept for some consumers. Social meaning refers to what a product means in a social context. Social class is marked by any number of products used and exhibited to suggest class membership such as car, clothes and others. Time and again, the product's connection to a social class tackles a need within consumers to move up in a class. Advertising develops brand image. It

adds directly to the consumers' perception of the value of the brand. The more the value consumers see in a brand, the more they can pay to acquire the brand.

Check Your Progress

1. How does advertising differ from salesmanship and publicity?
2. What, according to the Starch formula, are the functions of advertising?
3. What are the key players in advertising?
4. What is the role of Public Relations (PR)?
5. List some of the economic effects of advertising.

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1.3 EVOLUTION AND GROWTH OF ADVERTISING

The history of advertising has been dynamic and unpredictable. It is not very simple to put the exact year in which advertising began. Nonetheless, it is safe to say that advertising dates back to the Christian era. Archaeologists claim to have found signs of outdoor advertising in the remnants of ancient Rome and Pompeii. During that time, non-verbal science and symbol were used to advertise. For example, a picture of a cow was painted on the walls of a house indicating that milk was available there for sale. These pictures and symbols which were painted on the walls of the house in ancient Rome were known as albums. Likewise, the Roman forum used to put up list of debtors which were known as libels. These lists or libels advertised that an individual was in debt. Today, the meaning of libel has changed to a written statement that maliciously defames a person. Initially 'to advertise' meant to take note of. However, by the beginning of 18th century, the meaning changed to 'persuade'.

It is safe to assume that modern advertising began towards the end of the 17th century or sometime in the beginning of the 18th century. As in many other fields, even in advertising, India has both the traditional and new style of advertising working on parallel lines. Oral announcement and personal invitation from sellers to buyers which are an integral part of rural markets (also known as *haats*) are nothing but the traditional style of advertising. One has not read about this style of advertising being adopted even in the metropolitan cities of the world where goods are sold on the payment and the road sides. When printing became rampant in 16th century in Europe (following Johannes Guttenberg's revival of the technique of printing for movable types), the printing as well as availability of books were announced in the periodicals published in Mainz, Amsterdam and in other European cities. These notices were perhaps the earliest forms of advertisement in Europe.

In the 18th century, England boasted the most advance advertising. Handbills and Trade cars advertising various products and services were very common. Advertising was a well-established practice in America as well but these

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advertisements were not half as appealing as were their counterparts in England. The type was so illegible that Benjamin Franklin observed, 'If you should ever have any secrets that you wish to be well kept, get them in the papers'. Towards the end of the 18th century, newspapers in Europe and in the United States of America as well as in India were carrying advertisements. *Bengal Gazette*, India's first weekly newspaper, started by James Augustus Hicky in the year 1780 carried a subtitle 'Calcutta General Advertiser'. True to its subtitle, Hicky's paper carried only advertisement on the front page. This practice of publishing only advertisement on the front page continued for over a century in England and in India. Some of the English newspapers in India like *The Hindu* continued this practice for some time even after Independence.

With the invention of printing press by Johannes Gutenberg, the society moved towards mass communication. The nature of advertising also changed with this development. Advertising could now be mass produced instead of being hand written. This, in turn, encouraged more businesses to advertise. Different types of media such as posters, handbills and classified advertisement in newspapers were adopted by the advertisers. The first printed advertisement published in English newspaper in 1472. During this time, advertisements used to be simple and informative. With the development of the printing technology, newspapers began to emerge in Europe in the early 1600s.

The Industrial Revolution heralded the beginning of the advertising industry in the US. Advertising grew in leaps and bounds during this time due to numerous social, economic and technological developments. Industries/business houses witnessed an unprecedented growth. There was bulk production of high quality products. Also, with a stronger transportation system and technological developments such as telephone, manufacturers felt an urgent need to advertise their products in an efficient and effective manner so as to boost their sales.

By the end of the 19th century, advertising became a thriving profession in the US. On the one hand, advertising agencies assumed the role of convincing manufacturers to advertise their products, on the other advertisements became more informative and well written. By the beginning of the twentieth century, advertising industry had attained a position where it was recognized as a major marketing force.

The evolution and growth of advertising can be summarized as follows:

The print era

1441 – Johannes Guttenberg creates movable types.

Mid 1400 – Printed Handbills.

1472 – First advertising in English.

1600 – Newspapers emerge.

1622 – First advertising in London's Weekly relations news.

1655 – First use of the term ‘advertising’.

1704 – US newspaper carries advertisements.

1841 – Volney Palmer becomes first advertising sales agent. (Boston)

1850 – George P. Rowell becomes first advertising space wholesaler. (Boston)

Industrial revolution

1850 – Branded items appear in stores.

1879 – Procter and Gamble introduces Ivory shampoos.

1880 – John Powers pioneers copyright.

1864 – J. Walter Thompson forms JWT agency.

1890 – Lord & Thomas agency formed.

The age of modern advertising

1905 – John E. Kennedy describes advertising as ‘salesmanship in print’.

1905 – 1930s - Claude Hopkins developed scientific mail-order copy testing.

1912 – ‘Truth in advertising’ movement begins.

The age of advertising agencies

1917 – American Association of Advertisement Agencies formed.

1918 – Stanley & Helen Resor developed account services and status appeals.

1923 – Young & Rubicam agency formed.

1930s – Radio advertising surpasses magazines as leading advertising media.

1950s – TV becomes an important advertising media.

1950s – Rosser Reeves develops USP.

The creative era

1960s – Leo Burnett creates brand icons.

1960s – David Ogilvy develops research-based image advertising.

1960s – Bill Bernbach focuses on the art of persuasion.

The era of accountability

1980s – 1990s – Mergers, globalization.

1990s – 2000s – Niche marketing, relationship marketing, growth of interactive technology and mass customization.

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Check Your Progress

6. When did the practice of publishing advertisement on the front page start in India?
7. When did the nature of advertising change immensely?

1.4 ANSWERS TO CHECK YOUR PROGRESS QUESTIONS

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1. Advertising is different from salesmanship. Unlike salesmanship, which involves direct face-to-face communication, it is clear from the various definitions that advertising is non-personal and indirect means of communication with the prospects by means of various media. Salesmanship involves communication through personal interview between the salesman and the prospect while by way of advertising; the advertiser reaches a large number of prospects simultaneously.

Advertising also differs from publicity in the sense that publicity may or may not have an identified sponsor, whereas advertising always has an identified sponsor. Unlike publicity, advertising is a paid form of communication. In fact, it would not be incorrect to say that paid publicity is advertising.

2. In the early 20th century, Daniel Starch, pioneer in advertising research, gave a formula to explain the functions of advertising. This formula is popularly known as the Starch formula. According to the Starch formula, in order to be effective, an advertisement should be:

- Seen, read or heard
- Believed
- Remembered
- Acted upon

3. There are five key players in advertising. These are:

- i. The advertiser
- ii. The advertising agency
- iii. The media
- iv. The vendor
- v. The target audience

4. It is a long-term process which helps in creating good will and enhancing the reputation of the organization. It is with the help of public relations that mutually beneficial relations are created and then sustained between the organization and different stakeholders like shareholders, customers, investors, media and employees. The positive image of the organization created with the help of public relations in turn helps in achieving the marketing objectives. PR is beneficial in creating and sustaining loyalty.

5. Advertising has several economic effects:

- i. On gross domestic product:** Advertisements stimulate demand, spending by consumer rises, thus increasing gross revenues of firms and contributing to an increase in GDP and helping in introducing new products.

- ii. **On business cycles:** Advertising has a stabilizing effect on downturns in business activities. Many firms increase advertising expenditure in times of recession. Firms that maintain advertising during recession perform better afterwards as compared to firms that slash their advertising expenditure. This is because many competitors cut expenses, thus increasing the prominence of the company's advertising.
 - iii. **On competition:** Advertising stimulates competition and hence companies come up with better products and production methods, which benefit the economy as a whole.
 - iv. **On prices:** Cost for advertising is built into price but this must be judged against how much effort a consumer would have to put into searching for a product without benefit of advertising.
 - v. **On value:** Value is the perception by the consumer that a product provides beyond the cost incurred to acquire the product. Value is added to consumption process by advertising. The experience of eating at McDonald's or drinking a Coke is enhanced by the expectation the advertising has created and reinforced within the consumer. Advertising affects a consumer's perception of value by contributing to symbolic value and social meaning of a brand.
6. *Bengal Gazette*, India's first weekly newspaper, started by James Augustus Hicky in the year 1780 carried a subtitle 'Calcutta General Advertiser'. True to its subtitle, Hicky's paper carried only advertisement on the front page. This practice of publishing only advertisement on the front page continued for over a century in England and in India. Some of the English newspapers in India like *The Hindu* continued this practice for some time even after Independence.
7. With the invention of printing press by Johannes Gutenberg, the society moved towards mass communication. The nature of advertising also changed with this development. Advertising could now be mass produced instead of being hand written. This, in turn, encouraged more businesses to advertise. Different types of media such as posters, handbills and classified advertisement in newspapers were adopted by the advertisers. The first printed advertisement published in English newspaper in 1472. During this time, advertisements used to be simple and informative. With the development of the printing technology, newspapers began to emerge in Europe in the early 1600s.
- The Industrial Revolution heralded the beginning of the advertising industry in the US. Advertising grew in leaps and bounds during this time due to numerous social, economic and technological developments. Industries/business houses witnessed an unprecedented growth. There was bulk production of high quality products. Also, with a stronger transportation system and technological developments such as telephone, manufacturers felt an urgent need to advertise their products in an efficient and effective manner so as to boost their sales.

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1.5 SUMMARY

- The word ‘advertising’ has been derived from the Latin word, ‘*advertere*’ which means to attract people’s attention to a specific product or service. The most commonly used definition of advertising was given by the American Marketing Association.
- Subroto Sengupta, in his highly acclaimed book, *Brand Positioning: Strategies for Competitive Advantage*, defines advertising as the discovery and communication of a persuasive difference for a brand to the target prospect.
- Advertising also differs from publicity in the sense that publicity may or may not have an identified sponsor, whereas advertising always has an identified sponsor. Unlike publicity, advertising is a paid form of communication. In fact, it would not be incorrect to say that paid publicity is advertising.
- The concept of DAGMAR (Defining Advertising Goals for Measured Advertising Results) was given by Russell Colley in the year 1960 in his book *Defining Advertising Goals for Measured Advertising Results*. He defined advertising as a paid form of mass communication, the ultimate purpose of which is to impart information, develop attitude and induce action that is beneficial to the advertiser..
- At the elementary level, advertising is all about influencing the target audience by providing them with information. Although each advertisement has specific objectives to accomplish, advertising performs three primary functions.
- Advertising repeatedly reminds the consumers about their purchased brand, its unique features, benefits value and so on. Constant exposure to such messages (in the form of advertisements) helps reinforce the consumer’s decision and helps in creating brand loyalty.
- In the early 20th century, Daniel Starch, pioneer in advertising research, gave a formula to explain the functions of advertising. This formula is popularly known as the Starch formula.
- Advertising is both an art and a science. It is the art of bringing about the desired effects amongst the target group by way of exposing them to mass-produced messages. It involves the science of human psychology to ensure effectiveness of the message.
- Advertising begins with the advertiser. An advertiser is usually the initiator of the advertising process. An advertiser could be an individual or an organization or an institution. An advertiser may wish to communicate information about product/service/idea to a target segment.

- Media sells space in newspapers, magazines as well as in support media like World Wide Web to the advertiser. It also sells time in electronic media like TV and radio.
- The advertising strategy, for any product or service or idea, always keeps in mind the target audience. In terms of marketing, target audience denotes the person who purchases a product (also called a customer).
- In today's modern world, advertising has become an integral part of our lives. It is omnipresent. It has even made in-roads in our bedrooms. Advertising may be entertaining, interesting, informative or annoying.
- Advertising is a form of mass communication and its role is very significant in communicating different types of information, keeping in mind the requirements of the market and the target audience.
- The American Marketing Association defines advertising as 'The process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services to create exchange that satisfies individual (customer) and organizational objectives.'
- For the purposes of promoting a product, there are four tool options available with the marketer. These are – sales promotion, personal selling, public relations and advertising. They are also known as promotion mix.
- Sales promotion is a term used for all the activities that are beneficial in promoting sales of a product. These activities could be trade-related or consumer-related.
- Advertisements stimulate demand, spending by consumer rises, thus increasing gross revenues of firms and contributing to an increase in GDP and helping in introducing new products.
- Advertising stimulates competition and hence companies come up with better products and production methods, which benefit the economy as a whole. Advertising provide a gateway to gain entry into new markets and consequently, competition across economies is encouraged.
- Cost for advertising is built into price but this must be judged against how much effort a consumer would have to put into searching for a product without benefit of advertising.
- Advertising affects a consumer's perception of value by contributing to symbolic value and social meaning of a brand. Symbolic value refers to what a product means to consumers in a non-literal way.
- The history of advertising has been dynamic and unpredictable. It is not very simple to put the exact year in which advertising began. Nonetheless, it is safe to say that advertising dates back to the Christian era.
- As in many other fields, even in advertising, India has both the traditional and new style of advertising working on parallel lines. Oral announcement

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and personal invitation from sellers to buyers which are an integral part of rural markets (also known as *haats*) are nothing but the traditional style of advertising.

- With the invention of printing press by Johannes Gutenberg, the society moved towards mass communication. The nature of advertising also changed with this development. Advertising could now be mass produced instead of being hand written.
- The Industrial Revolution heralded the beginning of the advertising industry in the US. Advertising grew in leaps and bounds during this time due to numerous social, economic and technological developments.
- By the end of the 19th century, advertising became a thriving profession in the US. On the one hand, advertising agencies assumed the role of convincing manufacturers to advertise their products, on the other advertisements became more informative and well written.

1.6 KEY WORDS

- **Hicky's *Bengal Gazette***: This was an English language weekly newspaper published in Kolkata, the capital of the then British India. It was the first newspaper printed in Asia, and was published for two years, before the East India Company seized the newspaper's types and printing press.
- **The marketing mix**: It has been defined as the set of marketing tools that the firm uses to pursue its marketing objectives in the target market.
- **Starch formula**: Named after Daniel Starch, the "Starch formula" describes how to determine the number of people recalling a full-page advertisement from the number of people recalling a half-page advertisement.
- **Industrial revolution**: This was the transition to new manufacturing processes in Europe and the United States, in the period from about 1760 to sometime between 1820 and 1840.

1.7 SELF ASSESSMENT QUESTIONS AND EXERCISES

Short Answer Questions

1. Mention some of the famous definitions of advertising.
2. Write a short note on the nature and the scope of advertising.
3. Which are the main features of advertising?

4. How does advertising play a significant role in business and society?
5. How did advertising grow as a thriving business?

Long-Answer Questions

1. Discuss the various objectives of advertising.
2. Analyse the role of advertising agency and media in advertising.
3. Discuss how advertising plays a vital role in taking the product to the target audience.
4. Analyse the evolution and growth of advertising.

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UNIT 2 STRUCTURE AND DESIGN OF ADVERTISEMENT

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Structure

- 2.0 Introduction
- 2.1 Objectives
- 2.2 Structure of an Advertisement
 - 2.2.1 Advertisement Design
 - 2.2.2 Preparing the Campaign
 - 2.2.3 The Campaign and Afterwards
 - 2.2.4 Measuring the Effectiveness of Advertising
- 2.3 Answers to Check Your Progress Questions
- 2.4 Summary
- 2.5 Key Words
- 2.6 Self Assessment Questions and Exercises
- 2.7 Further Readings

2.0 INTRODUCTION

Manufacturers advertise their products by hiring advertising agency. Irrespective of the firm's size, the organizational structure of an advertising agency consists of the same basic elements. It consists of an account services team which manages client relationships, a creative team that develops the advertisements and media specialists who select the media outlets that run the ads. Various steps are followed while planning and executing an advertising campaign. To ensure the flow of a variety of work, agency is involved in a number of different campaigns. Agency plans the campaign as per the budget of advertiser and cost of advertising is decided within pre-set financial limits.

The campaign is done through various steps once ideas have been agreed. This includes presentation to client, putting the scheme into operation, liaison work of account executive and finally, advertisements to the media. While measuring the effectiveness of an advertisement, it is important to know about the various factors influencing advertising.

This unit aims at analysing the structure of advertising and the role of advertisement design.

2.1 OBJECTIVES

After going through this unit, you will be able to:

- Understand the structure of an advertisement
- Explain advertisement design

- Discuss the process of an advertising campaign
- Analyse the effectiveness of advertising

2.2 STRUCTURE OF AN ADVERTISEMENT

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An advertisement for a newspaper, magazine or website follows a basic structure containing five parts. These are as follows:

Headline

The headline appears at the top of an advertisement. Its purpose is to immediately catch the attention of the audience.

Sub-headline

It appears directly under the headline in typically smaller font. It can be the length of a sentence.

Benefits

The customer who is reading the advertising would be interested to know the benefits of the product being sold. This is what would be discussed here.

Image

While not all ads contain images, many organizations employ images of their products, or people using their products, to grab consumer interest.

Call-to-action

The final part of a print ad should contain a sort of call to action for potential customers to act on the offer in the ad. This call to action is employed to add a sense of urgency. It should instruct customers what steps they should take to purchase the product or sign up with a service through the organization.

2.2.1 Advertisement Design

Planning and executing an advertising campaign involves the following steps:

- 1. Variations in procedures:** Advertising agencies vary in size and structure. They may operate a plan's board system, or have creative groups or simply have discussions between departmental heads as required. Nevertheless, the general flow and control of work will be similar, with the account executive maintaining liaison between the client and the agency, and the production manager or traffic controller acting as progress chaser to see that each stage of the campaign is completed on time so that advertisements reach the media by the deadlines or copy dates. A number of different campaigns will be progressing through the agency at the same time so there will be a great variety of work in progress.

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2. Initial briefing: Before anything can be planned, an account executive from the agency must be obtained by the client.

The sort of data required by the account executive so that colleagues inside the agency can be properly instructed is likely to be as follows:

(i) Budget: Usually, the advertiser decides how much to spend on advertising and this will be part of an overall marketing budget. It may be divided into above-the-line and below-the-line media, and the agency may be responsible for some or this entire media. Thus, the agency will have to plan the campaign within pre-set financial limits.

(ii) Company, product or service: The account executive has to understand the company, its background and how it operates. A copy of the annual report will provide some of this information. But every company has its own characteristics. Nissan is different from Ford, Cadbury from Nestle and British Airways from Air France.

It is essential that the account executive gleans every possible detail, and this may include obtaining first-hand experience depending on the nature of the product or service. The product has to be sampled or studied until the account executive becomes utterly familiar with it, taking nothing for granted. If it is a product that can be easily taken back to the office, so much the better, but it might be something like a tower crane, a new holiday camp or a dish-washing machine. It could also be something institutional like a charity or something comparatively intellectual like an election campaign.

(iii) Market: So what is the market, or the market segment? At whom is the product or service aimed? Who is likely to buy it? Was it created to satisfy a particular market? Does the client require marketing advice? Are buying motives known? Is the agency expected to conduct marketing research? All these questions need to be answered.

(iv) Price: The price has to be decided in advance. Answers to questions like 'What is the pricing policy? Is it a psychological, market, bargain or competitive price?' must be decided beforehand.

3. Marketing aspects: In this age of modern marketing, it might be assumed that a manufacturer would have prepared a marketing mix, done all the research and appointed an advertising agency to conduct the advertising campaign required as part of the marketing mix.

The fact is that business management is seldom as marketing-oriented as it should be although it is aware that advertising is necessary. Very often, marketing is introduced by the advertising agency. There are specialist product development agencies which start at the beginning. It is even possible for such an agency to recommend what sort of new product should be developed. Moreover, it is a good idea to bring in the agency at the earliest possible time so that the agency can advise throughout all the stages of the

marketing mix, beginning with the new product which may be only at the prototype stage.

4. **‘Four Ps’ marketing myth:** In marketing circles, the McCarthy/Kotler’s ‘Four Ps’ concept is often adopted as the basis of the marketing mix, but if it is taken too literally it can imply that promotion (advertising, sales promotion, publicity and selling) is an isolated activity. Promotional activities should be introduced alongside the other considerations of naming, pricing, packaging, market segment, distribution and after-sales. Similarly, you find that some approaches to marketing communication are limited to promotion.

Public relations specialists (whether in-house or consultancy) should be brought in right at the start, and overall marketing communications are essential. This could even include corporate identity. Naming a product has great public relations relevance, as have packaging and pricing.

Public relations is to do with creating knowledge and understanding whereas Kotler, and marketing people in general, tend to see public relations as a fringe activity concerned only with favourable images and favourable publicity, even with so-called ‘free advertising,’ as product publicity is falsely termed.

The advertiser should seek or be entitled to all the specialist advice he or she can get. So, without trying to promote any unusual ideas about advertising and public relations, it is practical to have marketing, advertising and public relations working as a team as early in the marketing strategy as possible, simply to get the maximum benefit from all three. They are quite different disciplines, as different yet as associated as medicine, dentistry and pharmacy.

5. **Account executive reports to agency head:** Having obtained all the information needed or obtainable, the account executive returns to the agency and reports to a superior who may be the managing director or in a large agency, the account director in charge of a group of accounts and account executives. This meeting is essential for policy reasons. The senior director needs to know the progress of work, the take-up of agency services and possibly the need for additional staff, plus the financial implications of the new account or renewal business.

The account executive, eager to accept new business, might not see the possible conflict as keenly as the agency head. The problem will have to be resolved, perhaps by a top level agency decision, or by diplomatic talks with the two clients. It may be, in the case of conflicting interests, that one of these clients will fear lack of confidentiality, but on the other hand both may be delighted to use the same agency which either promises good service or is experienced in their industry.

6. **Report to departmental heads:** Assuming that the account executive has the go-ahead to accept the account and to prepare a proposal for presentation to the client, a detailed report is now submitted to the

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departmental chief who comprises the plans board. Agencies are structured in various ways, but here it will be assumed that the team will consist of the agency's marketing manager, art director, copy chief and media planner. The production manager (or traffic controller) is not usually required at this stage. If the agency has a public relations manager, or there is a public relations subsidiary company, or the client employs an independent public relations consultant, a public relations representative may also be included.

7. First plans board meeting: Under the chairmanship of the account executive, the departmental heads will attend the board meeting which will put forward its first plan. There will be a detailed discussion during which members will frankly express their views and ideas. Some may like the product, others will not, some will see one way of advertising it and others will have different ideas. Eventually, the account executive will call a halt to the discussion, and each member will go away to work up a scheme to present to the next meeting. The marketing manager may have to consider any necessary research, the copy chief and art director will create a copy platform and its visual presentation, and the media planner will select media and prepare a media schedule. There may also be television and radio commercials to think about. The agency may have a specialist TV producer who will prepare a script and storyboard.

8. Second plans board meeting: At this meeting, the department heads, who have been consulting with each other in the meantime, will present their ideas for the campaign. A theme or copy platform will be devised and copy drafts and rough visuals will be prepared together with a media schedule. If TV is to be used, there will be cartoon-like storyboards showing the sequence of scenes for the proposed commercials. The marketing manager has to study the market and will make his or her recommendations. As a result of copy-testing, various ads may have been discarded in favour of the one now adopted.

If relationships are good, it can be sensible to invite the client's advertising manager or product manager to attend this meeting. This is a preliminary stage in the planning of the campaign and it can be helpful to ask the advertising manager to express opinions on the way the campaign is shaping. The agency may have adopted a wrong approach which the client is unlikely to accept, or it may be a novel approach which has to be tried out on the advertising manager before a more complete and costly presentation is made to the company's chief executive and managers.

2.2.2 Preparing the Campaign

1. Preparing for the presentation: Once the ideas have been agreed, the campaign can be assembled for presentation to the client. Visuals will be worked up into near-finished layouts, even though at this stage artists may not have been engaged for artwork and the copy will be represented on the

layouts and not actually typeset. The media schedules will be plotted carefully and it will be necessary to make tentative bookings in certain magazines like weekend colour supplements which have lead times of two or three months.

2. **Presentation to client:** This is the big day when the campaign has to be 'sold' to the client. In making the presentation, the account executive must be able to justify it.
3. **Putting the scheme into operation:** Once the client has given approval (which will involve a contract of service) the creative work and media buying can go ahead. The campaign is not the only one being handled by the agency, and it is necessary to plan the work allocated to each department so that the advertisements are produced, delivered and inserted correctly. This is where the production manager or traffic controller take charge, preparing time schedules showing when each stage of the work must be completed, that is, the finalizing of copy, production of finished layouts, completion of artwork and typesetting, submission to client, return by clients, amendments made and final copy in the desired form being dispatched to the media. A daily check will be made to see that all the work is being produced on time. Similarly, with the production of TV commercials, a routine has to be followed which will include appointment of director and film unit, casting, shooting, editing, approval by client, submission to the competent authority for copy approval and distribution to the television companies.
4. **Liaison work of account executive:** The account executive will work closely with agency departments to oversee the preparation and production of the campaign and will act as the liaison between the agency and the client to present work in progress such as copy, artwork and proofs to obtain approval.
5. **Approved advertisements to the media:** When everything has been completed and approved, the advertisements are dispatched to the media.

2.2.3 The Campaign and Afterwards

1. **Appearance of campaign:** Both the agency's account executive and the client's advertising manager will study the actual appearance of the advertising. Has it reproduced well? Has it appeared in the right position on the right day? What are the audience ratings (TRPs) for the programmes when the commercial appeared on television?
2. **Recall research:** There is still time to improve a campaign and next-day recall research can be conducted to test whether people saw, remembered and maybe responded to the advertisement.
3. **Charging out:** It is likely that since production of the campaign may have occupied weeks or months certain expenditures incurred by the agency will have been invoiced already. Agency cash flow demands this, and with technical accounts producing little commission the client may have to pay

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the agency an advance fund. The client's advertising manager is responsible for checking and approving agency accounts.

- 4. Assessment of results:** This may be less easy to assess if the marketing mix contains a number of influences upon sales. However, a new FMCG will either sell or it will not. Some advertising can be measured by the response to offers as when Nescafe printed a money-off offer in the press. Direct response marketers could easily measure the number of enquiries or orders received.

The pulling power of individual media can be calculated by keeping coupons or addresses for replies. Thus, it is possible to record the response to each advertisement, and by dividing the cost of the space by the number of replies a cost-per-reply figure can be worked out. This will show which media is the most economical.

2.2.4 Measuring the Effectiveness of Advertising

Measuring the effectiveness of an advertisement is not an easy task. There are many differences in the effectiveness of the different forms of advertisement. In advertisement it is good to see results. If you spend a lot without looking at the results, you may end up with losses, especially if the advertisement is not doing well.

To measure the effectiveness of advertising, it is important to know about the various factors influencing advertising. The medium, ad copy, audience, format and others influence the effectiveness of the advertisement. There are certain criteria to be followed while measuring the effectiveness of an advertisement.

While measuring advertisement effectiveness, it is important to combine several criteria. Here, it is not possible to measure everything. Also, it is important to remember that online advertisement campaigns are much easier to track than other types of advertisements.

Tracking the effectiveness of your Internet advertising is easier when there are good supporting software tools. These tools facilitate all types of information that will help you to decide which advertisements to drop and which ones to continue. The tracking of the number of visits and the page views is the most important function of the software. However, they also offer valuable statistics such as traffic sources, visitor segmentation and others.

Check Your Progress

1. List the main parts of basic structure of advertisement for a newspaper, magazine or website.
2. What is the role of account executive in advertising agency?
3. How is tracking the effectiveness of Internet advertising easier than other forms of advertisements?

2.3 ANSWERS TO CHECK YOUR PROGRESS QUESTIONS

1. An advertisement for a newspaper, magazine or website follows a basic structure containing five parts. These are as follows: Headline, sub-headline, benefits, image and call-to-action.
2. Before anything can be planned, an account executive from the agency must be obtained by the client. The account executive has to understand the company, its background and how it operates. It is essential that the account executive gleans every possible detail, and this may include obtaining first-hand experience depending on the nature of the product or service. Having obtained all the information needed or obtainable, the account executive returns to the agency and reports to a superior who may be the managing director or in a large agency, the account director in charge of a group of accounts and account executives.
3. While measuring advertisement effectiveness, it is important to combine several criteria. Here, it is not possible to measure everything. Also, it is important to remember that online advertisement campaigns are much easier to track than other types of advertisements. Tracking the effectiveness of your Internet advertising is easier when there are good supporting software tools. These tools facilitate all types of information that will help you to decide which advertisements to drop and which ones to continue. The tracking of the number of visits and the page views is the most important function of the software. However, they also offer valuable statistics such as traffic sources, visitor segmentation and others.

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2.4 SUMMARY

- Advertising agencies vary in size and structure. They may operate a plan's board system, or have creative groups or simply have discussions between departmental heads as required.
- In this age of modem marketing, it might be assumed that a manufacturer would have prepared a marketing mix, done all the research and appointed an advertising agency to conduct the advertising campaign required as part of the marketing mix.
- It is essential that the account executive gleans every possible detail, and this may include obtaining first-hand experience depending on the nature of the product or service. The product has to be sampled or studied until the account executive becomes utterly familiar with it, taking nothing for granted.

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- In marketing circles, the McCarthy/Kotler's 'Four Ps' concept is often adopted as the basis of the marketing mix, but if it is taken too literally it can imply that promotion (advertising, sales promotion, publicity and selling) is an isolated activity.
- Assuming that the account executive has the go-ahead to accept the account and to prepare a proposal for presentation to the client, a detailed report is now submitted to the departmental chief who comprises the plans board.
- Under the chairmanship of the account executive, the departmental heads will attend the board meeting which will put forward its first plan. There will be a detailed discussion during which members will frankly express their views and ideas.
- If relationships are good, it can be sensible to invite the client's advertising manager or product manager to attend this meeting. This is a preliminary stage in the planning of the campaign and it can be helpful to ask the advertising manager to express opinions on the way the campaign is shaping.
- Once the ideas have been agreed, the campaign can be assembled for presentation to the client. Visuals will be worked up into near-finished layouts, even though at this stage artists may not have been engaged for artwork and the copy will be represented on the layouts and not actually typeset.
- The account executive will work closely with agency departments to oversee the preparation and production of the campaign and will act as the liaison between the agency and the client to present work in progress such as copy, artwork and proofs to obtain approval.
- Both the agency's account executive and the client's advertising manager will study the actual appearance of the advertising. Has it reproduced well?
- While measuring advertisement effectiveness, it is important to combine several criteria. Here, it is not possible to measure everything. Also, it is important to remember that online advertisement campaigns are much easier to track than other types of advertisements.
- Tracking the effectiveness of your Internet advertising is easier when there are good supporting software tools. These tools facilitate all types of information that will help you to decide which advertisements to drop and which ones to continue.

2.5 KEY WORDS

- **'Four Ps' marketing:** In marketing circles, the McCarthy/Kotler's 'Four Ps' concept is often adopted as the basis of the marketing mix.
- **Ad copy:** This is a term that refers to the main text of a clickable advertisement, whether it is a contextual or a pay per click ad.

- **FMCG:** Fast-Moving Consumer Goods (FMCG) are products that are sold quickly and at a relatively low cost. Examples include non-durable goods such as packaged foods, beverages, toiletries, over-the-counter drugs, and other consumables.

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2.6 SELF ASSESSMENT QUESTIONS AND EXERCISES

Short Answer Questions

1. Briefly mention the functioning of an advertising agency.
2. Write a short note on the structure of advertising.
3. State the various steps which are involved in the planning of advertisement campaign.
4. What are the main criteria to assess the impact of an effective advertisement?

Long Answer Questions

1. Discuss the important steps in advertisement design.
2. Analyse the various procedures involved in advertisement campaign.

2.7 FURTHER READINGS

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UNIT 3 ADVERTISING AND MEDIA

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Structure

- 3.0 Introduction
- 3.1 Objectives
- 3.2 Types of Advertising
- 3.3 Advertising Media
- 3.4 Answers to Check Your Progress Questions
- 3.5 Summary
- 3.6 Key Words
- 3.7 Self Assessment Questions and Exercises
- 3.8 Further Readings

3.0 INTRODUCTION

Advertisers cater to a wide variety of consumers and accordingly, advertising is classified in different ways. Normally, it is classified on the basis of target audience, geographic area, medium and purpose. As advertisement aims to reach particular segment of people, advertiser always targets this segment in mind. This target audience is further classified into two types: consumer and business advertising. While in consumer advertising, the main focus is directed towards consumers, business advertising comprises of industrial, trade and professional advertising. If you take into account the geographical reach, advertising can be classified into three different types: local, national and international advertising. Advertiser uses different media to communicate the desired message to the target audience. Advertising is also classified on the basis of objectives that an advertiser has in mind. In addition, there are another categories of advertising namely corporate advertising, public service advertising, political advertising and global advertising. Different advertising strategies are required to reach out to the target audience in different countries. As each media has its own unique set of characteristics, knowledge of advertising media is essential for media planning.

In addition to explaining the various types of advertising which are used by advertisers, this unit also discusses the role of advertising media.

3.1 OBJECTIVES

After going through this unit, you will be able to:

- Interpret the classification of advertising
- Analyse the various types of advertising
- Explain the meaning of advertising media
- Discuss the different types of advertising media

3.2 TYPES OF ADVERTISING

Today's market has a variety of products and services. Also there are a large number of advertisers who want to communicate different ideas to people. There is a wide variety of consumers whom the advertisers want to reach by way of advertising. These advertisers have different expectations from advertising and want to achieve a wide variety of advertising objectives. Accordingly, advertising has been classified in different ways. We can classify advertising broadly according to the following criteria:

1. Target audience
2. Geographic area
3. Medium
4. Purpose

1. Advertising on the Basis of Target Audience

An advertisement always aims to reach particular segment of people. The advertiser always has a particular segment in mind that he wants to reach out to, by way of advertising. This segment of the population is known as the target audience. Based on two main types of target audience, that is, consumers and business, advertising can be classified into two types:

- (a) Consumer Advertising
- (b) Business Advertising

(a) Consumer advertising

A significant percentage of total advertising is directed towards consumers who buy the products either for their personal use or for their household. This type of advertising holds a lot of importance as the buyers of consumer products are not only very large in number but are also widely distributed over a large geographical area. This type of advertising is directed at consumers and is sponsored by manufacturers, marketers, dealers or retailers. Different types of services and ideas which are meant for general consumption are also a part of consumer advertising. Consumer advertising aims at promoting the sale of the advertised product or services. We find a large number of consumer advertisements in print media, that is, newspapers, magazines and broadcast media like TV and radio. For example, these days, newspapers are splashed with advertisement related to soaps and shampoos.

(b) Business advertising

Not all advertisements talk about consumer goods and services and ideas for general consumption. There are advertisements that communicate information about products that are meant for professional use. These advertisements aim at highly well-defined target segment and thus such advertisements are rarely published in

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mass media. These advertisements communicate information regarding products like machines, sphere parts of machines and a variety of services for business enterprises. Many a times these products are advertised by way of direct mails to the target audience. These products are also advertised during trade exhibitions and shows. We find such advertisements in specialized business publications or professional journals as the general masses are not interested in such products or services.

Business advertising can further be sub-divided into three types. These are:

- (i) Industrial Advertising
- (ii) Trade Advertising
- (iii) Professional Advertising

(i) Industrial advertising: This type of business advertising deals with advertisements that convey information related to industrial products and services. Here the manufacturers or distributors are the advertisers and these advertisements are directed towards the buyers/consumers of these industrial products or services. The goods that are advertised include raw materials, machinery, semi-manufactured goods and parts of various machines. Advertisements of file cabinets, office desks, insurance and accounting are examples of industrial advertising.

(ii) Trade advertising: Trade advertising is another sub-category of business advertising. This type of advertising aims at attaining higher distribution both by expanding the existing chain of outlets and also encouraging the already present outlets to stock more and more products. Here the advertiser is the manufacturer and the target audience includes wholesalers and retailers.

(iii) Professional advertising: This is the third sub-category of business advertising and it is directed towards professionals who are actually responsible for taking decisions for the final consumers/buyers. These professionals may be from varied fields such as medical, architecture and construction. There are certain products for which it is the professional who takes a decision on our behalf. For example, it is the doctor who decides the medicine brands for patients. Profession advertising also aims at encouraging professions not only to recommend the advertised product or service to their clients but also to use the advertised brand of product themselves.

2. Advertising on the Basis of Geographic Area

On the basis of the geographical spread or reach, advertising can be classified into three different types. These are:

- (i) Local advertising
- (ii) National advertising
- (iii) Global/International advertising

Let us discuss them in detail:

- (i) **Local advertising:** Different organizations operate at different levels. There are organizations that limit their business at local or regional levels. They restrict their business to a city, district or a state. Thus, these organizations aim at tapping the local and regional market. For this purpose, such organizations adopt local advertising. They advertise their products and services at the local level. That is the reason why local advertising has a local flavour and uses local media such as local or regional newspapers and radio channels for advertising their products. Such type of advertising is used by retail stores as well. Small firms may like to focus their marketing efforts first at the local level and once they achieve success at this level, they increase their reach to cover wider areas for advertising their products, services or ideas. A classic example of this is the advertisement of Nirma washing powder. Nirma washing powder was initially advertised only in Gujarat but later on it spread its reach at the national level as well.
- (ii) **National advertising:** There are organizations that operate at national level. Such organizations have a broad base and advertise at national level and thus make use of national media to advertise their product, service or idea. Such firms may advertise on national TV or in national newspapers or magazines with a nationwide circulation. National advertising is effective when the advertiser has to reach out to a target audience at a national level. Large firms not only advertise at national level, at times they advertise at the local level as well in order to strengthen their position in specific local areas.
- (iii) **Global/International advertising:** With the lifting up of trade barriers and opening up of economy, there is significant increase in the number of business organizations operating at the international level. Organizations such as Sony, Pepe, McDonald's, L'Oreal, Coke and Pepsi have strong presence in many countries. Such multi-national companies (MNCs), evidently, target the international market and thus make use of global/ international advertising. The advertiser may plan the same or different advertising campaigns for different countries keeping in mind the target audience. They make use of media that have an international reach. Such media includes international magazines like Reader's Digest; newspapers like The Time and TV channels such as Star, BBC, CNN and so on. Since it is not easy to operate efficiently at such a big level, it has been seen that many a times, global advertising agencies tie up with national advertising agencies in order to facilitate things.

3. Advertising on the Basis of the Medium Used

Advertising makes use of different media in order to effectively communicate the desired message to the target audience. The selection of media depends upon factors like advertising budget, reach and penetration of the medium and the profile of the target audience. Advertisers generally make use of more than one media to reach out to the audience. An advertiser may buy space in a newspaper to advertise

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his product and also book a slot on a TV channel. This helps in reinforcing the message. Therefore, we have different classifications of advertising on the basis of the medium it uses. While print advertising includes the print media, that is, newspapers and magazines; broadcast advertising is all about using radio and television to advertise one's product. Outdoor advertising is very common and includes hoardings, advertising posters, wall writing, and all types of sign boards, banners and balloons. Sky writing is also a part of outdoor advertising. Point of purchase advertising (also known as POP advertising) includes printed materials like leaflets, pamphlets and brochures which are distributed or displayed at the places where the product is being sold. Direct selling companies make use of postal services to advertise their products. This type of advertising is known as postal advertising. It is not rare to find advertisements being displayed on motor vehicles like scooters, cabs and cars plying on the road. This is transit advertising. Cinema advertising can hardly go unnoticed whenever we go out to watch a movie. Internet advertising can also be very effective to reach to the younger generation and professionals.

4 Advertising on the Basis of Advertising Purpose

Advertisements essentially promote goods, services or ideas. It is by way of advertising that not only one may aim at giving a boost to profits but also create the primary demand for a product category. Some advertisers aim at creating goodwill by way of advertising while others may try to create awareness regarding various social issues by way of advertising.

An advertiser always has certain objectives in mind whenever he advertises his product, or service or an idea. In fact, advertising can never be effective unless the advertiser is clear about what he wants to achieve by way of advertising. One way of classifying advertising is on the basis of the purpose or objectives of advertising.

On the basis of the advertising objectives, we may classify advertising as the following:

- i. Goods advertising and non-goods advertising
- ii. Commercial advertising and non-commercial advertising
- iii. Action advertising and awareness advertising
- iv. Primary demand advertising and selective demand advertising

i. Goods advertising and non-goods advertising

Most advertising promotes goods. These goods may be of different types. They may be consumer goods or industrial goods. The target audience for different types of goods is also different. The advertiser may choose to use different media in view of the target audience he wants to address. Goods advertising is also known as product advertising. Broadly, products can be categorized into two types — consumer products and industrial products. Consumer products are for

direct consumption of the consumer while industrial products include machinery and other spare-parts. Consumer products include both, consumer durables and consumer non-durables. While consumer durables include products such as washing machine, car and air conditioner which the consumer does not buy at very short intervals of time; consumer non-durables are the products such as shampoo, hair oil and food products that last for a short while.

Irrespective of the kind of product the advertisement promotes, product advertising ensures better sales and thus eventually generates more profit for the advertiser. Product advertising or goods advertising essentially informs the target audience about the product and can be further classified into three types namely, pioneering advertising, competitive advertising and retentive advertising. The objective behind pioneering advertising is to create awareness and increase acceptability of a particular product category among the target groups. Such advertisements are informative and educative in intent. Such advertisements do not promote any particular brand. New and unique product categories like mosquito repellants make use of pioneering advertising. Competitive advertising focuses on a specific brand of a product. It aims at promoting a particular product demand. This type of advertising may undertake a direct or an indirect approach. By way of competitive advertising, the advertiser may aim at stimulating immediate buying action or emphasizing the benefits of the advertised product in order to influence the consumer's final buying behaviour. Once a particular brand of product has gained a good standing in the market, it is equally important to retain its standing lest the product demand may begin to decline. Therefore, efforts are undertaken by the advertiser to retain the loyalty of the customer towards the brand. Retentive advertising helps the advertiser to achieve this objective. Retentive advertising makes use of soft-sell approach where the customer is motivated to continue using the product.

There is another category of advertising that does not deal with any type of product. Non-goods advertising or service advertising includes advertisements of services, ideas, organizations and places. These are advertisements that promote the service sector. Services are intangible, variable and perishable. Thus, it is very important for the advertiser to emphasize in the quality of the services that he is advertising. Establishing supplier credibility is especially important in this category of advertisements which deals with services and ideas. Thus, we may find that such advertisements stress on the institution offering the service and the quality of service. You must have noticed that advertisements of luxury hotels highlight the quality of services they provide. Such an advertisement may emphasize that they offer a 'home away from home' experience to their clients and that they take care of every need of their clients with a smile. Service advertising includes advertisements promoting education, entertainment and insurance. An advertisement promoting an idea like 'Conserve Wild Life' is an example of non-goods advertising. Advertisements which aim at promoting the image of the advertiser and win greater acceptance by the target audience are also a part of non-goods advertising.

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ii. Commercial advertising and non-commercial advertising

The underlying objective of commercial advertising is to make profit. It aims at increasing the sale of the advertised product or service. In fact, most of the advertisements fall in this category as profit-making is one of their primary advertising objectives. On the other hand, non-commercial advertising does not seek profit. They promote ideas and aim at seeking acceptance, help, support, aid and even attitudinal changes. Advertisements promoting a social message or promoting institutional image are part of non-commercial advertising. Advertisement with a celebrity encouraging the parents to take their little ones to the closest pulse polio booth or a cricketer urging the masses to switch off all lights before leaving the room are examples of non-commercial advertising.

iii. Action advertising and awareness advertising

Some advertisers seek immediate action while some advertisers have long-term goals in mind when they advertise their product, service or an idea. This concept of classifying advertisements on the basis of the expected consumer response was first mentioned by two advertising experts — Stan Rapp and Tom Collins — in their book ‘*Maxi Marketing*’.

Action advertising aims at direct and immediate response from the targeted audience segment. That is why, action advertising is also known as ‘hard sell’ advertising. Such advertisements may achieve their advertising objectives by offering special discounts for the early birds or give discount coupons to encourage them to buy the advertised product or avail the advertised service. On the other hand, awareness advertising has a long-term goal. Thus, it first works at creating awareness about the product, service or an idea and then aims at creating a positive image about the product. This, in turn, should lead to the desired action. Awareness advertising is also known as ‘soft sell’ advertising as the adopted approach is subtle and indirect. We, as students of advertising and communication, must remember that only a few advertisements fall completely under one classification.

iv. Primary demand advertising and selective demand advertising

Most of the advertisements aim at creating demand for a particular brand of product. Such advertisements create selective demand for a particular brand of the advertised product or a service. This type of advertising is called selective demand advertising. However, there is another category of advertising that promotes a product category or a particular service sector as a whole, rather than promoting a specific product brand. These advertisements aim at creating the primary demand for a product category and are known as primary demand advertising. Generally, it has been seen that primary demand advertising is undertaken by co-operatives or retail stores which come together and advertise on co-operative basis. Advertisements promoting platinum jewellery or an ad encouraging consumption of eggs or milk are all examples of primary demand advertising. Advertisement issued by the National Egg Co-ordination Committee ‘*Sunday ho yaa Monday, roz khaao ande*’ (Be it Sunday or be it Monday, have eggs daily) can be viewed often on television in the prime time slot and is very popular.

Various advertising categories on the basis of geographic locations, purpose, target audience and medium used for advertising have already been discussed. Apart from these categories, there are some primary categories of advertising. Let us now discuss them.

1. Corporate advertising

Advertising is not only undertaken to increase the profit margins of a company. Many a times, organizations advertise to promote themselves and build a corporate identity for themselves. This type of advertising is known as corporate advertising. Since this type of advertising is undertaken as a part of the institution's public relations activities, it is also called institutional advertising. In this category of advertising, an institution may present its own story or may present its viewpoint on a current national issue or may highlight how it is contributing to a noble cause or even the economic growth of the country. This, in turn, creates goodwill for the institution and leads to brand building of the organization and better acceptability of its products.

Since corporate advertising is seen as a part of the public relations activities, the approach adopted in such advertisements is subtle and indirect. These advertisements, unlike most of the other advertising categories, are directed at multiple target audiences. An organization has everything to gain from its various stakeholders like its employees, investors, consumers, government authorities, shareholders and suppliers. Corporate advertising helps in trust building between the organization and the multiple target audience. It also generates goodwill among them and adds value to its products. Public relations advertising is a part of corporate advertising which essentially promotes the management of the organization and communicates its policies, problems and performances to the public. The data from the annual report of the company can also be cleverly used for the purpose. An example of corporate advertising is ITC's initiative of e-choupal. In this initiative, ITC has partnered with the Indian farmers and has established IT facilities in villages so that farmers can gain access to crop and agricultural websites which will facilitate their crop pattern and agricultural production.

2. Public service advertising

Business houses, NGOs and various government departments advertise as a part of their social responsibility as well. These advertisements highlight various important social issues and promote social causes. Such advertisements do not aim at making profit and boosting sales. An advertising film like '*Mile Sur Mera Tumhara toh sur bane humara*' which emphasizes on national integration is an apt example of public service advertising. These days, we can see a good number of advertisements spreading awareness about cervical cancer in newspapers, magazines and also in broadcast media. In this type of advertising, it is essential that the message be encoded strictly keeping in mind the target audience. Public service advertising is also known by different names such as social advertising, public awareness advertising and social awareness advertising.

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3. Political advertising

Posters, banners, hand bills, audio CDs and others have always been an integral part of our election campaigns. But political advertising (in a more professional way) was introduced in India by the Congress Party, for the 1985 general assembly elections. At the behest of late Sh. Rajiv Gandhi, the Congress Party asked an advertising agency—Rediffusion—to plan their advertising campaign for the 1985 elections.

Political advertising (also known as election advertising) is not an easy task. The target audience is varied and large and the time span for the campaign is also limited. Different strategies and appeals have to be used in political advertisements. The political advertisements in a campaign are in different languages, keeping in mind the target groups. Both positive and negative messages may be used in political campaigns. Ever since Congress initiated this trend of political advertising campaigns being handled by specialized agencies, other political parties have also followed suit. These days, many of the political parties hire the services of various advertising agencies like Madhyam, Clarion, Megacorp to handle their political advertising campaigns.

4. Global advertising

Earlier, we had a closed economy. However, things changed with the economy being liberalized. Liberalization of economy gave a boost to the advertising industry as well. Global players entered the Indian domain and with the help of effective advertising, they are making good profits.

Global advertising is defined as any paid form of non-personal presentation and promotion of a product/service or an idea by an identified global sponsor to a global customer. Since the advertisements are for global customers, the advertiser only opts for internationally acclaimed celebrities for brand endorsement. Global advertising thrived in the post-liberalized era and is perceived as a response to global marketing. It enables the advertiser to sell his products/services or ideas at the global level rather than at just the national level. Post-globalization, standardized products are being made available to the customers across the globe. Thus, advertising helps in increasing the visibility of these products at the global level, which in turn helps the advertiser achieve his advertising objectives. Global advertising helps to create and later on retain worldwide corporate image. It also helps in reducing production and creative costs for the advertiser.

The success or failure of an advertisement in other countries depends upon three factors—target audience, market share position and market competition. Whether an advertiser will use the same advertisement/ad campaign in different countries or not, primarily depends upon the audience segment the advertiser is targeting to reach. If the advertised product is culture-bound, then different advertisements of the same product are used in different cultures. However, if the advertiser is targeting a segment which does not attach much importance to culture,

then advertiser may opt for a universal campaign. For example, Pepe jeans, targets the same segment of youngsters all over the world. So, they may run a universal advertising campaign to tap the segment.

Global advertising may broadly include three different types of advertisements:

- (i) International advertisements
- (ii) Semi-international advertisements
- (iii) Provincial advertisements

When the advertiser uses a universal advertising campaign to target customers all over the world, then such advertisements are known as international advertisements. For example—Brand, like Coke and Pepsi aim their products towards the younger generation, all over the world. However, many a times, partial adaptation of the universal campaign is required. Such advertisements in which a foreign product is shown in one's own environment with partial adaptation of the universal campaigns are termed as semi-international advertisements. In such advertisements, the theme may be the same but the copy is adapted to suit the local market. Advertisements of an international brand of soap—Camay—is an example of semi-international advertisement. In some advertisements, there is complete adaptation of the theme of the universal campaign. It is done as the target audience changes from country to country. A particular appeal in an advertisement may be well received in a European country, but may have to be changed when the same product is advertised in India. So, in order to suit the target audience in a specific geographical area, the advertiser may have to fully adapt to the local market. This is termed as provincial category of advertisements.

Advantages of Global Advertising

- i. It helps in cutting production costs. This, in turn, can help in financing more number of advertisements.
- ii. Harmonized and globalised messages give better clarity to the prospective customers and thus facilitate decision-making for them.
- iii. Common factors in the customers at the global level helps in efficient global marketing plan and deciding effective advertising strategies at the global level.
- iv. It gives global visibility to companies and their products, services and ideas.
- v. It helps the organizations to keep up their corporate images at the international level.

One major disadvantage of global advertising is that different markets have different marketing environment. Hence, most of the times, different advertising strategies are required to reach out to the target audience in different countries.

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Adaptation of international campaign of Camay soap**NOTES**

Visual in campaign	Country
(i) A beautiful woman bathing in bathroom	Universal Campaign
(ii) A man was also in the bathroom	Venezuela
(iii) Only a man's hand could be seen In the ad	Italy and France
(iv) A man shown was waiting outside The bathroom	Japan
(v) Man sees the woman much after The woman was dressed	India

Source: The Times of India, Feb 4, 1996

Check Your Progress

1. What are the main criteria on which advertising is classified?
2. What is the purpose of consumer advertising?
3. What are the various types of business advertising?
4. What is corporate advertising?
5. List the advantages of global advertising.

3.3 ADVERTISING MEDIA

Knowledge of advertising media is essential for media planning. Without knowing about the vast range of media available, the advertiser cannot decide reasonably well the kind of media that will suit the message and the target audience. Besides, each media has its own unique set of characteristics. These need to be matched with the nature of the content that the advertiser wants the media to carry to the target audience. Also, the characteristics of the media must match the purpose of advertising. Besides, each media targets a different segment of the audience. The advertiser needs to choose the media that will carry the message to the intended audience. As advertising budgets are high, it is important that advertising media be selected with the utmost care. Besides, all advertising happens at appropriate points of time; any goof up in the selection of media can mean loss of advantage over rival marketers.

Defining advertising media is not easy as advertisers have found every high-visibility object, place or virtual space useful in their quest for reaching out to potential clients. So, if the advertisers have used the traditionally known media, such as the newspaper, the radio, the television and the cinema for advertisement of their wares, they have also used with equal finesse objects such as key rings, pens, diaries, lamp-posts, walls and balloons for advertising their products and services. Any attempt at defining advertising media must not let this range of media slip out of the confines of its conceptual framework. Keeping this in mind, we may

define advertising media as any object, place, time or virtual space that has high visibility among viewers or listeners.

3.3.1 Types of Advertising Media

Advertising media may be classified on the basis of the nature of their production, the attributes required for using it and the nature of their use. Based on these parameters, we may classify them as below:

a. Print Media

The print media relies on the printed word and image to communicate the message of the advertiser to the target audience. As it uses the printed word, it calls for literacy among the audience. Illiterate audiences can at the best access images and guess what those images could be referring to. The various types of print media which are used by advertisers are:

(i) Newspapers

Advertisements in newspapers are referred to as ‘insertions’. These are usually measured in column centimetres. As it is not a very scientific unit of measurement, newspapers prefer to use square centimetres instead of column centimetres. Newspaper advertisements can either be display or classified. The display advertisements also use units like quarter, half and full page as units of measurement. Newspapers vary in periodicity, size and geographical reach. In terms of periodicity, newspapers can be dailies, weeklies, fortnightlies and monthlies. In terms of size, newspapers can be broadsheets or tabloids. In terms of geographical reach, these can be national, regional or local. From the advertisers’ point of view, four major classifications are vital. These are: national, regional, tabloids and supplements.

National newspapers: These are the traditionally venerated papers. With their reach over the entire length and breadth of the nation, these papers have earned a name for themselves for serious reporting. The English educated, upper and middle classes constitute the readership of these papers. An advertisement placed in any of them reaches out not only to a large segment of the audience but also tends to invest the product/service advertised with a high brand value. No wonder the advertising rates in these papers are the highest.

Regional newspapers: These newspapers gather and distribute news and views pertaining to a particular region, such as *The Tribune* in North India, *The Deccan Herald* in South India, and *The Telegraph* in East India. In their content and format, they are no different from the national newspapers except for their emphasis on news and views pertaining to the region in which they are published. Many of these newspapers have a more loyal readership than the national newspapers. For instance, *The Tribune* has the largest number of readers in North India, particularly Punjab and Haryana. So, even though the ad inserted in any of these newspapers will remain restricted to the boundaries of a particular region, it

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will for certain have a far greater penetration level at the household level in its region than any national newspaper. So, advertisers who target a particular region need not look at national newspapers as long as they use the regional newspapers as their advertising vehicles.

Local newspapers: The local newspapers or the district newspapers gather and distribute news and views about the local community. These have also been called rural newspapers in India. This media is very much in vogue in the developed countries of the West, but in India it has not taken off. In India, local news and views have been co-opted into the regional and national newspapers by way of the weekly local supplement such as Gurgaon Plus, Delhi Times and *Ludhiana Newsline*. The local newspaper or the local supplement is focussed in its reach and has a penetration level higher than that of the regional or the national newspaper. So, it is ideal for clients and agencies targeting a particular district or a particular place. No wonder, most supplements carry more of advertisements than editorial content.

(ii) Magazines

Unlike newspapers, magazines have a greater periodicity. This gives them time to interrogate news at greater length. As they pertain to a larger period of time, they tend to have a longer shelf life. This enables readers to revert to magazines more often than to a newspaper. In view of the greater attention attracted by magazines from their readers, advertisers are keen to showcase their products and services in them. The longer shelf life and the greater attention span make investment in quality paper a good proposition in the case of magazines. So, most magazines have glossy paper that is ideal for colour printing and high-end advertising. Magazines are traditionally categorized into general interest, special interest and trade or technical. The general-interest magazines carry articles and write ups on a variety of subjects. So, they interest a large segment of the audience, without any discrimination. The special-interest magazines focus on specific subjects such as politics, lifestyle, automobiles, mobile phones, IT, beauty, health and travel. With such narrow focussing, they attract a highly segmented audience. Advertisers who are keen to reach out to a particular segment can, therefore, choose a magazine that targets that particular segment of the audience. Trade or technical magazines too are highly focussed in the matter of their subject matter and their readership. By virtue of this attribute, they are ideal for advertisers who have a highly segmented audience in mind.

(iii) Yellow pages/Directories

In every city and country, there are trade directories that promote goods and services of an enterprise by listing the enterprises according to their product line or the service provided. By accessing directories such as Tata Yellow Pages, one can find out about any enterprise or shop in a city.

(iv) Pamphlets/leaflets/brochure/posters

Pamphlets/leaflets are unbound printed sheets of paper that are distributed among members of a target audience. These can be created and published at will. One does not have to pay any advertising fee to the owner of the media in these cases.

As even the circulation of pamphlets/leaflets is entirely in the hands of the advertiser, the degree of freedom of choice in regard to its place of circulation is greater. These are generally used in support of campaigns using other media. Besides, wherever budgets are not very high, the clients prefer to go for this form of publicity. The main roadside posters are described in terms of how the poster is physically posted on to them (pasted on, one sheet at a time, by a bill-poster); as 16 sheet (the main, 10' x 6'8" size in vertical format) and 48 sheet (10' x 20', in horizontal/landscape format). The smaller ones, seen in pedestrian areas, are typically four sheets (5' x 3'4"). The best sites are typically reserved for the long-term clients, mainly the brewers and tobacco companies (hence one reason for their success in use of the medium), so that new users may find this a relatively unattractive medium.

(v) Direct Mail/Direct Marketing

This media is called direct mail as it involves the despatching of brochures, sales letters and pamphlets directly at the addresses of potential customers. Publishers often use this media to advertise recently released books by sending latest catalogues to researchers, professors and heads of educational institutions hoping that they will order the books listed therein either for themselves or for their libraries. Consumer goods manufacturers use it when they send mailers to houses in the hope that people living therein will get to know about their products and would order them, if they so desire.

b. Broadcast Media

Apart from the print media, the broadcast media too lends itself to use for advertising. The two traditional broadcast media are:

i. Radio

The radio is an oral medium. It calls for no basic qualifications or competencies for its use. Even an illiterate person can use it conveniently. Advertisements made for this medium are based on oral narratives and short tunes, called jingles. For a long time in India, the radio was in the hands of the government. As it was a part of the public broadcaster, advertisements were not allowed on it. But, with liberalization, the FM radio was introduced. FM radio stations are commercial radio channels. Their revenues come from advertising. The government has also introduced community radio stations, which too have been allowed a commercial air time of 5 minutes per hour to offset the costs of production and distribution of community based radio programmes. Each of the FM radio channels can be heard with clarity in the town/city for which it has been granted broadcasting rights. So, advertisers interested in targeting listeners in a particular city or town can choose the FM radio of their choice. It typically generates specific audiences at different times of the day—adults at breakfast, housewives and commuters during rush hours. It can be a cost-effective way of reaching these audiences—especially since production costs are much cheaper than television, though the lack of visual elements may limit the message. In radio advertising, we need to identify the timing

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of radio listeners, like many people listen when they are stuck in the traffic, and many do so at night.

ii. Television

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Like radio, television too is a broadcast medium, but unlike radio, it combines sight with sound. Besides, it presents moving pictures, thereby capturing the flow of life in action. With the help of the dynamic 'spectacle', it can imitate life and create 'willing suspension of disbelief' in the action of the filmed story. These characteristics qualify it to be an ideal medium for advertising. By producing programmes of interest for the cash-rich sections of the society, television channel owners and managers can sell the attention of their viewers to the marketers. The higher the target rating points (TRPs) of a channel and/or its programme (s), the higher is the exposure of a particular ad broadcast over that channel or during that programme. Programmes and channels which earn high TRPs also command high advertising rates. Otherwise, prime time programmes on any channel tend to command a higher advertising rate. As these ads, called commercials, are telecast directly into the homes of the viewers, they get noticed by them. Besides, as these are broadcast, while a programme is on or at times after a programme has ended, their viewing and perception rate is much higher than that of ads in print media. At the same time, their production is also time consuming and highly expensive.

c. CDs/DVDs

This is another mode of electronic media that has become popular with the availability of cheap compact disks and digital video disks. These disks carry either music videos or films and are usually produced for home viewing. As these offer an experience similar to that of the television, many advertisers buy viewing time on these too. Their rates are relatively cheaper as the circulation of a video is limited compared to the viewership of a televised programme.

d. Cyber Media

This is a new medium that has emerged with the advent of the new information and communication technologies, particularly the World Wide Web. When we compare this medium to the media that have evolved in the past, we find that it is not simply yet another medium in the long evolutionary list. Rather, it is a medium that is a blend of all other media of the past as it combines text, image, sound and action. Besides, it is at once a mass as well as an inter-personal medium. So, it can be used to mass distribute all kinds of messages as well as to interact with individuals on a one-to-one basis. More than this, it supports not only institutionalized forms of communication, such as newspapers, magazines and television, but also facilitates individual production of news and views in text and video formats, thereby allowing individuals to mass distribute news and views. Sites such as *You Tube* are only capitalizing on this potential of the new media. By virtue of the immediacy of news production on the new media, many people are logging on to this media for most of their informational and social networking needs. With more and more

people going online for work as well as pleasure, the new media is becoming a highly frequented information corridor. This makes it attractive to the advertisers. As online users leave their footprints on the Internet, advertisers can also track their preferences and prejudices. With the help of this knowledge, they can direct advertisements with pinpoint precision to potential customers. So, every time you open your e-mail account, it shows on the side bars ads that are relevant to your profession or to the subject of your e-mail. Internet advertising has already taken off in a big way in India and abroad. As broadband communication becomes easily available in the different parts of the country, Internet advertising is going to increase in its size all the more.

e. Telephone Advertising/Mobile Phones

Telephones have been used for advertising for long. Tele-callers hired by advertisers call up potential clients on the basis of calling lists prepared by the marketing departments. In recent years, with the advent of the mobile phones, tele-calling has undergone a sea change. As desktop or even laptop computers suffer from portability, they can be used to access information only when one is sedentary or is at the best mobile in a restricted way. But cell phones suffer from no such disability. They are everyone's companions all the time. The shadow of man can abandon him at night but not the cell phone. It is irritatingly or pleasurablely all the while with a (wo) man. With cell phones acquiring the features of computers, the cell phone has ceased to be a mere talking handset; it has now become a substitute mobile computer. Besides, with Internet networks going Wi-Fi, these cell phones can serve as the new media as much as the desktop computer did in the past. In view of the seamless connectivity of the cell phone to the cyber world, advertisers find the medium very tempting. Mobile advertising is set to take off in a big way in the times to come, particularly with 3G services being unrolled all over the country.

f. Out-of-Home Media

Out-of-home media refer to such media as billboards, LCD screens, automobile display boards/sides, kiosks, banners and panels that one happens to see while one is travelling or standing in a public place. Out-of-home media can be digital or non-digital.

i. Digital out-of-home media

It is dynamic media that is simultaneously displayed at venues across a city or town, though it is loaded centrally through a network. DOOH networks typically feature independently addressable screens, kiosks and jukeboxes. The availability of inexpensive LCD screens with built-in media players enables marketers to display products and services even at the point of purchase. The display on the LCD screens provides an experience similar to that of a televised ad. DOOH media, in fact, benefit location owners and advertisers alike in being able to engage customers and/or audiences and extend the reach and effectiveness of marketing messages. It is also referred to as Digital Signage.

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ii. Non-digital out-of-home media

These do not use the digital technology but at the same time are as commonly available at different places across a town or a city and are no less powerful in their impact on the viewers. These are:

Billboards: These are usually put up at high-visibility points on traffic intersections, highways, city roads and expressways. As these are put up for long periods, they are noticed by the scores of commuters, day in and day out. Many of them have fluorescent lighting that makes them extremely eye catching at night. With extended periods of high visibility, billboard advertisements provide advertisers with significant impact on commuters.

Bus/Car/Train Displays: As buses have huge and flat sides, they are used by advertisers to showcase the products and services of their clients with larger-than-life pictures. Besides, as buses are mobile, the advertisement moves around wherever the bus goes, and thereby impacting potential customers in different parts of the city or state. Of late, the government has allowed even taxis and cabs to carry such advertisements. Trains have been sporting advertisements of major brands for a long time now. As trains move across state boundaries, the ads on them have a national viewership.

Lamp post banners: Lamp posts are planted all along the roads or the dividers of roads in a city. Banners put up on them are wonderful eye catchers. As commuters drive down roads, they can't help watching these banners. In the case of daily commuters, these banners register effortlessly on their minds. These can serve a very useful purpose when an advertiser wants to target a specific city or town.

Mobile billboard: Mobile billboards offer a great degree of flexibility to advertisers. These advertisements can target specific routes, venue or events, or can be used to achieve market saturation.

Street advertising: The use of pavements and street furniture to create media space for brands to get their message onto the street in a cost-effective approach.

Wallscape: Wallscape are ideal for advertising in India as most Indian roads pass through cities and crowded localities. Ad on a wallscape lends itself to maximum viewing as it is directly across the view of the commuters. This media too is most suitable for local advertising.

Specialty advertising: This kind of advertising entails the use of consumer or decorative products called advertising specialties, such as key chains, computer mouse and mugs,. The advertiser uses this media for advertising by printing his/her details on these products and distributing them free of cost among the target group members.

Check Your Progress

6. Why is knowledge of advertising media essential for media planning?
7. How are advertisements in newspapers displayed?
8. What is the new medium of advertisement?

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3.4 ANSWERS TO CHECK YOUR PROGRESS QUESTIONS

1. Advertising has been classified in different ways. We can classify advertising broadly according to the following criteria:
 - i. Target audience
 - ii. Geographic area
 - iii. Medium
 - iv. Purpose
2. A significant percentage of total advertising is directed towards consumers who buy the products either for their personal use or for their household. This type of advertising holds a lot of importance as the buyers of consumer products are not only very large in number but are also widely distributed over a large geographical area. This type of advertising is directed at consumers and is sponsored by manufacturers, marketers, dealers or retailers. Different types of services and ideas which are meant for general consumption are also a part of consumer advertising. Consumer advertising aims at promoting the sale of the advertised product or services. We find a large number of consumer advertisements in print media, that is, newspapers, magazines and broadcast media like TV and radio. For example, these days, newspapers are splashed with advertisement related to soaps and shampoos.
3. There are three types of business advertising. These are:
 - (i) Industrial Advertising
 - (ii) Trade Advertising
 - (iii) Professional Advertising
4. Advertising is not only undertaken to increase the profit margins of a company. Many a times, organizations advertise to promote themselves and build a corporate identity for themselves. This type of advertising is known as corporate advertising. Since this type of advertising is undertaken as a part of the institution's public relations activities, it is also called institutional advertising. In this category of advertising, an institution may present its own story or may present its viewpoint on a current national issue or may highlight how it is contributing to a noble cause or even the

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economic growth of the country. This, in turn, creates goodwill for the institution and leads to brand building of the organization and better acceptability of its products.

Since corporate advertising is seen as a part of the public relations activities, the approach adopted in such advertisements is subtle and indirect. These advertisements, unlike most of the other advertising categories, are directed at multiple target audiences. An organization has everything to gain from its various stakeholders like its employees, investors, consumers, government authorities, shareholders and suppliers. Corporate advertising helps in trust building between the organization and the multiple target audience. It also generates goodwill among them and adds value to its products.

5. Advantages of Global Advertising are:

- i. It helps in cutting production costs. This, in turn, can help in financing more number of advertisements.
- ii. Harmonized and globalised messages give better clarity to the prospective customers and thus facilitate decision-making for them.
- iii. Common factors in the customers at the global level helps in efficient global marketing plan and deciding effective advertising strategies at the global level.
- iv. It gives global visibility to companies and their products, services and ideas.
- v. It helps the organizations to keep up their corporate images at the international level.

One major disadvantage of global advertising is that different markets have different marketing environment. Hence, most of the times, different advertising strategies are required to reach out to the target audience in different countries.

6. Knowledge of advertising media is essential for media planning. Without knowing about the vast range of media available, the advertiser cannot decide reasonably well the kind of media that will suit the message and the target audience. Besides, each media has its own unique set of characteristics. These need to be matched with the nature of the content that the advertiser wants the media to carry to the target audience. Also, the characteristics of the media must match the purpose of advertising. Besides, each media targets a different segment of the audience. The advertiser needs to choose the media that will carry the message to the intended audience. As advertising budgets are high, it is important that advertising media be selected with the utmost care. Besides, all advertising happens at appropriate points of time; any goof up in the selection of media can mean loss of advantage over rival marketers.
7. Advertisements in newspapers are referred to as 'insertions'. These are usually measured in column centimetres. As it is not a very scientific unit of

measurement, newspapers prefer to use square centimetres instead of column centimetres. Newspaper advertisements can either be display or classified. The display advertisements also use units like quarter, half and full page as units of measurement. Newspapers vary in periodicity, size and geographical reach. In terms of periodicity, newspapers can be dailies, weeklies, fortnightlies and monthlies. In terms of size, newspapers can be broadsheets or tabloids. In terms of geographical reach, these can be national, regional or local. From the advertisers' point of view, four major classifications are vital. These are: national, regional, tabloids and supplements.

8. Cyber media is a new medium that has emerged with the advent of the new information and communication technologies, particularly the World Wide Web. When we compare this medium to the media that have evolved in the past, we find that it is not simply yet another medium in the long evolutionary list. Rather, it is a medium that is a blend of all other media of the past as it combines text, image, sound and action. Besides, it is at once a mass as well as an inter-personal medium. So, it can be used to mass distribute all kinds of messages as well as to interact with individuals on a one-to-one basis. More than this, it supports not only institutionalized forms of communication, such as newspapers, magazines and television, but also facilitates individual production of news and views in text and video formats, thereby allowing individuals to mass distribute news and views. Sites such as You Tube are only capitalizing on this potential of the new media. By virtue of the immediacy of news production on the new media, many people are logging on to this media for most of their informational and social networking needs. With more and more people going online for work as well as pleasure, the new media is becoming a highly frequented information corridor. This makes it attractive to the advertisers.

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3.5 SUMMARY

- An advertisement always aims to reach particular segment of people. The advertiser always has a particular segment in mind that he wants to reach out to, by way of advertising. This segment of the population is known as the target audience.
- A significant percentage of total advertising is directed towards consumers who buy the products either for their personal use or for their household. This type of advertising holds a lot of importance as the buyers of consumer products are not only very large in number but are also widely distributed over a large geographical area.
- Not all advertisements talk about consumer goods and services and ideas for general consumption. There are advertisements that communicate information about products that are meant for professional use.

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- Trade advertising is another sub-category of business advertising. This type of advertising aims at attaining higher distribution both by expanding the existing chain of outlets and also encouraging the already present outlets to stock more and more products.
- The underlying objective of commercial advertising is to make profit. It aims at increasing the sale of the advertised product or service. In fact, most of the advertisements fall in this category as profit-making is one of their primary advertising objectives.
- Most of the advertisements aim at creating demand for a particular brand of product. Such advertisements create selective demand for a particular brand of the advertised product or a service. This type of advertising is called selective demand advertising.
- Political advertising (also known as election advertising) is not an easy task. The target audience is varied and large and the time span for the campaign is also limited. Different strategies and appeals have to be used in political advertisements.
- When the advertiser uses a universal advertising campaign to target customers all over the world, then such advertisements are known as international advertisements. For example—Brand, like Coke and Pepsi aim their products towards the younger generation, all over the world.
- Knowledge of advertising media is essential for media planning. Without knowing about the vast range of media available, the advertiser cannot decide reasonably well the kind of media that will suit the message and the target audience.
- So, if the advertisers have used the traditionally known media, such as the newspaper, the radio, the television and the cinema for advertisement of their wares, they have also used with equal finesse objects such as key rings, pens, diaries, lamp-posts, walls and balloons for advertising their products and services.
- The print media relies on the printed word and image to communicate the message of the advertiser to the target audience. As it uses the printed word, it calls for literacy among the audience.
- With their reach over the entire length and breadth of the nation, national newspapers have earned a name for themselves for serious reporting. The English educated, upper and middle classes constitute the readership of these papers. An advertisement placed in any of them reaches out not only to a large segment of the audience but also tends to invest the product/service advertised with a high brand value.
- The local newspaper or the local supplement is focussed in its reach and has a penetration level higher than that of the regional or the national newspaper. So, it is ideal for clients and agencies targeting a particular

district or a particular place. No wonder, most supplements carry more of advertisements than editorial content.

- Unlike newspapers, magazines have a greater periodicity. This gives them time to interrogate news at greater length. As they pertain to a larger period of time, they tend to have a longer shelf life. This enables readers to revert to magazines more often than to a newspaper.
- In every city and country, there are trade directories that promote goods and services of an enterprise by listing the enterprises according to their product line or the service provided. By accessing directories such as Tata Yellow Pages, one can find out about any enterprise or shop in a city.
- Pamphlets/leaflets are unbound printed sheets of paper that are distributed among members of a target audience. These can be created and published at will. One does not have to pay any advertising fee to the owner of the media in these cases. As even the circulation of pamphlets/leaflets is entirely in the hands of the advertiser, the degree of freedom of choice in regard to its place of circulation is greater.
- So, advertisers interested in targeting listeners in a particular city or town can choose the FM radio of their choice. It typically generates specific audiences at different times of the day—adults at breakfast, housewives and commuters during rush hours.
- Like radio, television too is a broadcast medium, but unlike radio, it combines sight with sound. Besides, it presents moving pictures, thereby capturing the flow of life in action. With the help of the dynamic ‘spectacle’, it can imitate life and create ‘willing suspension of disbelief’ in the action of the filmed story.
- With more and more people going online for work as well as pleasure, the new media is becoming a highly frequented information corridor. This makes it attractive to the advertisers. As online users leave their footprints on the Internet, advertisers can also track their preferences and prejudices.
- Internet advertising has already taken off in a big way in India and abroad. As broadband communication becomes easily available in the different parts of the country, Internet advertising is going to increase in its size all the more.
- Telephones have been used for advertising for long. Tele-callers hired by advertisers call up potential clients on the basis of calling lists prepared by the marketing departments. In recent years, with the advent of the mobile phones, tele-calling has undergone a sea change.
- In view of the seamless connectivity of the cell phone to the cyber world, advertisers find the medium very tempting. Mobile advertising is set to take off in a big way in the times to come, particularly with 3G services being unrolled all over the country.

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- Out-of-home media refer to such media as billboards, LCD screens, automobile display boards/sides, kiosks, banners and panels that one happens to see while one is travelling or standing in a public place. Out-of-home media can be digital or non-digital.
- Mobile billboards offer a great degree of flexibility to advertisers. These advertisements can target specific routes, venue or events, or can be used to achieve market saturation.
- Wallscape are ideal for advertising in India as most Indian roads pass through cities and crowded localities. Ad on a wallscape lends itself to maximum viewing as it is directly across the view of the commuters. This media too is most suitable for local advertising.

3.6 KEY WORDS

- **Consumer advertising:** This is a message paid by companies and delivered through mass media. The objective is to inform or persuade consumers of the merits of your brand and products.
- **Trade advertising:** A trade advertisement is an advertising undertaken by the manufacturer and directed toward the wholesaler or retailer.
- **Non-commercial advertising:** This is sponsored by or for a charitable institution or civic group or religious or political organization. Many non-commercial advertisements seek money and placed in the hope of raising funds. Others hope to change consumer behaviour.
- **Selective demand advertising:** It involves the placement of advertising messages intended to persuade customers about the benefits of your specific brand. This is different from primary demand advertising, which involves messages promoting the benefits of a general product category.
- **Global advertising:** Global and international advertising are alternative communication strategies that companies employ to drive demand for goods and services in foreign markets.
- **Broadcast media:** This refers to primarily television and radio, although broadcasting companies have expanded to offer digital offerings including media streaming applications and other robust web-based offerings.
- **Cyber media:** Nowadays, most communication takes place through the Internet and the World Wide Web through the various websites. This form of communication is referred to as cyber media or online media.
- **Billboard:** A billboard is a large outdoor advertising structure, typically found in high-traffic areas such as alongside busy roads. Billboards present large advertisements to passing pedestrians and drivers.
- **Wallscape:** A wallscape is an elaborate outdoor advertisement that is either painted in mural form or attached directly to exterior building surfaces.

- **Specialty advertising:** This involves giving away free items to prospects or customers to establish rapport and increase brand awareness. Specialty advertising is different from product samples, which are free products that you sell, as the free items simply provide the medium for delivery of your brand message.

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3.7 SELF ASSESSMENT QUESTIONS AND EXERCISES

Short Answer Questions

1. Classify advertising on the basis of the geographical spread.
2. What is goods and non-goods advertising?
3. What is public service advertising?
4. What is the role of international advertisements?
5. Mention the functions of various non-digital out-of-home media.

Long Answer Questions

1. Discuss the importance of various types of advertising.
2. What is public service advertising? Give examples.
3. Discuss the role of print media in product promotion.

3.8 FURTHER READINGS

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UNIT 4 VISUALIZATION AND COPY PREPARATION

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Structure

- 4.0 Introduction
- 4.1 Objectives
- 4.2 Visualization
- 4.3 Copywriting for Print Advertising
 - 4.3.1 Headlines and Body Copy
- 4.4 Copywriting for Broadcast and Other Media
 - 4.4.1 Writing Copy for Radio
 - 4.4.2 Writing Copy for Television
- 4.5 Visual Copy Appeal
- 4.6 Answers to Check Your Progress Questions
- 4.7 Summary
- 4.8 Key Words
- 4.9 self Assessment Questions and Exercises
- 4.10 Further Readings

4.0 INTRODUCTION

There is no denying the fact that success of any advertisement depends on the idea it develops and the creative expression which performs this is known as visualization. Basically, all advertisements are the products of visualization process. This process was developed by Alex F. Osborn who was of the view that the final idea emerged from creative people's time consuming ideation after they test, retest and analyse ideas they form. This means that their creative process goes through various steps.

Copy writing in print, broadcast and other media plays a key role in preparing advertisement. The three separate components of print copy — the headline, the subhead and the body copy – help to make attractive advertisement for the brand and product. There are guidelines for writing headlines and body copy to ensure that final output fulfils the targeted aims, objectives and purpose of advertisement. There are separate format and guidelines for a radio and TV copy. Then there are advertising appeals which form the part of central idea of an advertisement.

This unit introduces you to the role of visualization, copy writing and visuals copy appeals in preparing an effective and impressive advertisement.

4.1 OBJECTIVES

After going through this unit, you will be able to:

- Interpret the process of visualization
- Analyse the various steps of visualization in advertising

- Explain the role of copy writing in print, broadcast and other media
- Discuss the components of copy writing namely headline, subhead and body copy
- Elaborate the various types of visuals copy appeals

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4.2 VISUALIZATION

Visualization means forming a mental picture. It is the basic skill of creative expression. An advertisement is also an expression of idea and the effectiveness and success of an advertisement depends on the core idea upon which the advertisement is developed. All the advertisements are the resultants of the visualization or creative process. Thus the most important activity during the development of the advertisement is the activity or process of visualization. It is the starting point of copy writing.

The visualization process can be defined as the process which starts the design of the advertisement and results in the development of the final and finished ad layout in print. The visualization process was developed by Alex F. Osborn, former head, BBDO Agency. Alex Osborn established the Creative Education Foundation in America.

According to Alex, the creative process is a time consuming exercise wherein creative people test and retest the ideas to arrive at a final idea. The novel idea is both unexpected as well as unusual and does not come easily. The creative people have to analyse, test and retest several options before arriving at a final creative idea. The creative process involves following seven steps:

1. Orientation
2. Preparation
3. Analysis
4. Ideation
5. Incubation
6. Synthesis
7. Verification

1. Orientation: Orientation involves familiarizing the visualizer or the copy writer with the advertising problem. The copy writer needs to understand the company and its requirement for the advertisement. The person has to be well-acquainted with the vision and mission of the company along with its history, philosophy, products, markets, competitors, substitute products. There is also a need to understand the expectations from the creative advertisement.

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- 2. Preparation:** In this step the copy writer creates a reservoir of information. This step implies gathering maximum information whether relevant or irrelevant to the creative process, but all the information related to the product or company so that there is a broad-based selection of the core idea. More the information more are the opportunities for creative ideas. The sources of the information are several publications, annual reports, internal reports, etc.
- 3. Analysis:** The collected information needs to be analysed. Before analysis, the collected information needs to be edited, screened and arranged in a proper sequence. Thus the entire collected information is refined and the irrelevant portions are weeded out.
- 4. Ideation:** Ideation means developing several ideas as probable solutions to the problem. It is the concrete shape given to the creative thoughts in terms of statements or propositions. All the ideas so generated are treated as equal, no judgement is done on the ideas or none of the idea is labelled as worthy or unworthy, good or bad. Each idea has the potential to be developed as full thought.
- 5. Incubation:** This is the deep thinking stage for the creative people where they almost sleep or sit over the idea to develop the full plan and details of the advertisements. Some people also call it as the A-HA stage, where something unique or something creatively different would be found.
- 6. Synthesis:** Synthesis means combining all the elements together. A worthy idea is the resultant of synthesis. The ideas concerned with all the elements of the copy such as, headline, sub head line, body text , illustration, trade mark , brand name, logo etc. are put together to get a meaningful advertising message.
- 7. Verification:** Verification is also called the evaluation stage. The final idea generated is verified and tested. Each element is tested by the panel of the experts or prospective audience for effectiveness.

Creativity in the field of advertising is not just about beautiful artwork but the entire essence is to communicate the intended message to the intended audience in the most effective manner.

Check Your Progress

1. What is visualization?
2. Which are the seven steps involved in the creative process of visualization?

4.3 COPYWRITING FOR PRINT ADVERTISING

*Visualization and
Copy Preparation*

Let us understand the process of copywriting for print advertising.

4.3.1 Headlines and Body Copy

The first consideration in print advertising is how to use the three separate components of print copy: the headline, the subhead and the body copy.

1. The headline

It is the leading sentence or sentences at the top of an advertisement that attract attention, communicate a key selling point, or achieve brand identification. Many headlines fail to attract attention and it becomes a clutter in the consumer's life. Lifeless headlines fail to compel the reader to examine the other parts of the advertisement. A headline can either motivate a reader to move on to the rest of an advertisement, or lose the reader.

a. Purpose of a headline

Some of the main objectives of writing a headline are the following:

- (i) **Give news about the brand:** For instance, 25 of 40 major titles won with Titleist (brand of golf balls); Champion (sparkplugs) wins Mount Everest run.
- (ii) **Emphasize a brand claim:** '30 per cent more mileage on Firestone tires' highlights durability.
- (iii) **Give advice to the reader:** A headline can give the reader a recommendation that is followed by results provided in the body copy.
- (iv) **Select prospects:** Headlines can attract the attention of the intended audience, for example, 'Good news for arthritis sufferers'.
- (v) **Stimulate reader curiosity:** Posing a riddle with headlines can serve to attract attention and stimulate readership. Curiosity can be stimulated with a clever play of words or a contradiction, for example, 'Pluck a hair from your head'.
- (vi) **Set a tone or establish an emotion:** Language can be used to establish a mood that the advertiser wants to be associated with his product.
- (vii) **Identify the brand:** The brand name or label is used as headline either in conjunction with a word or two. The goal is to simply identify the brand and reinforce brand name recognition.

b. Guidelines for writing headlines

Some of the guidelines for writing a headline are the following:

- (i) Make the headline a major persuasive component of the advertisement. People read the headline as many as five times as compared to the body

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copy of an advertisement. What should you say, if this is your only opportunity to communicate? For instance, the headline 'New Power, New Comfort, New Technology, New Yorker' in a Chrysler advertisement communicates the major improvements in the product quickly and clearly.

- (ii) Appeal to the reader's self-interest with a basic promise of benefits from the brand, for example, 'The temperature never drops below zero', promises engine protection in freezing weather.
- (iii) Introduce the maximum information in the headline without making it awkward or long-winded.
- (iv) Limit headlines to about five to eight words. Recall drops off extensively for sentences longer than eight words.
- (v) Include the brand name in the headline.
- (vi) Entice the reader to read the body copy.
- (vii) Entice the reader to examine the visual in the advertisement. An intriguing headline can lead the reader to carefully examine the visual components of the advertisement.
- (viii) Never use a headline whose persuasive impact depends on reading the body copy.
- (ix) Use simple, common and familiar words. Recognition and comprehension are aided by words that are easy to understand and recognize.

But the headline may violate one or even all of these basic premises and still be effective. It is unrealistic to try to fulfil the requirements of each guideline in every headline.

2. The subhead

The subhead consists of a few words or short sentences and usually appears below the headline. It includes important brand information not included in the headline. A subhead basically serves the same purpose as the headline, that is, communicate key selling points or brand information quickly. The print is larger than the body copy but smaller than the headline. The subhead may be lengthier than the headline and is used to communicate more complex selling points. The subhead should reinforce the headline and entice the reader to proceed to the body copy. It can stimulate a more complex reading of the entire advertisement including the visual. The longer the body copy, the more appropriate the use of subheads. However, most creative directors try to minimize the use of subheads because they feel that if an advertisement's visual and headline cannot communicate the benefits of the product quickly and clearly, the advertisement is not very good.

3. The body copy

The body copy is the textual component of an advertisement and tells the complete story of a brand. The body copy should be written in a fashion that takes advantage of, and reinforces the headline and the subhead; is compatible with, and gains strength from the visual; and is interesting to the reader. However, the most elaborate body copy will be ineffective if it is 'off strategy'. There are several techniques for preparing a body copy. The straight line copy approach explains in straightforward terms why a reader will benefit from the use of the brand. This is done in conjunction with a benefits message strategy. The dialogue technique delivers the selling point of a message to the audience through a character in the advertisement. A testimonial method uses dialogue as if the spokesperson is having a one-sided conversation with the reader. Dialogue can also depict two people in the advertisement having a conversation (called slice-of-life message). The narrative method simply displays a series of statements about a brand. A person may or may not be portrayed as delivering the copy. It is difficult to make this technique lively, so the threat of writing a dull advertisement is present in this technique. In direct response copy, the copywriter tries to highlight the urgency of acting immediately. Hence, the range of possibilities for direct response copy is limited. Many direct response advertisements rely on sales promotion devices. Any message objective can be employed within any particular copy technique. There are vast numbers of compatible combinations.

Guidelines for writing a body copy

Some of the guidelines for writing a body copy are the following:

- (i) **Use present tense whenever possible:** Casting brand claims in the past or future reduces their credibility and timeliness and may sound like hollow promises.
- (ii) **Use singular nouns and verbs:** An advertisement is normally read by one person at a time and that person is evaluating only one brand. Using plural nouns or verbs reduces the focus on brand attribute being talked about and makes the advertisement less personal.
- (iii) **Use active verbs:** 'We build excitement', suggests something is happening and happening now. It stimulates interest.
- (iv) **Use familiar words and phrases:** Creatively stylize what is familiar and comfortable to the reader so that builds interest and excitement.
- (v) **Vary the length of sentences and paragraphs:** It serves to increase interest and has a visual impact that can make an advertisement more inviting and readable.
- (vi) **Involve the reader:** The reader should feel that the copy has been specifically written for him.

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(vii) Provide support for the unbelievable: A brand may have features or functions that readers find hard to believe. It is necessary to document (through test results or testimonials) that the brand actually lives up to the claims made. If it is not done, the brand will lose credibility and relevance.

(viii) Avoid clichés and superlatives: Clichés are rarely effective or attention grabbing. The brand using clichés is seen as old fashioned and stale. Superlatives (best, superior) should be avoided as these terms are worn out and the consumer may feel that the brand has little new or different to offer.

Check Your Progress

3. What are the three separate components of print copy?
4. List some of the main objectives of writing a headline.

4.4 COPYWRITING FOR BROADCAST AND OTHER MEDIA

Radio and TV present totally different challenges for a copywriter. Audio and audio-video capabilities of radio and TV provide different opportunities for a copywriter. Nevertheless, the broadcast media have inherent limitations for a copywriter. In the print media, a copywriter can write long and involved copy necessary to communicate complex brand features, which may form the basis of competitive differentiation and positioning. Print media provides the time and space to communicate these details, complete with illustrations. The printed page allows a reader to dwell on the copy and process the information at a personalized, comfortable rate. However, radio and TV offer a brief exposure. Introducing sound effects and sight stimuli through these media can divert the listener or viewer from the copy of the advertisement.

4.4.1 Writing Copy for Radio

Radio is the ultimate form of copywriting creativity. A copywriter is free from realities of visuals and illustrations. Radio has the ability to stimulate a theatre in the mind, which allows a copywriter to create images and moods for an audience. However, few radio listeners even actively listen to radio programming and much less the advertising interruption. Radio is used as filler or an unobtrusive accompaniment to reading and driving. If it was absent, the average person would miss it in many contexts, but the average person would be hard pressed to recall the radio advertisements aired during last evening.

Radio adds the dimension of sound to copywriting task and sound (other than voice) can become the primary tool in creating copy. Radio can conjure images in the mind of the receiver that extends beyond the information actually being provided. Radio copywriting should strive to stimulate each receiver's imagination.

Radio advertising format

Music

A song or jingle is written to communicate in an attention grabbing and memorable fashion. Songs and jingles are written specifically to accommodate a unique brand copy. An existing tune may also be used and the copy is fit to its metre and rhythm. Tunes popular with certain target segments can be licensed for use by advertisers. Songs and music attract listeners' attention and enhance recall. Songs can create the mood and image with which the product is associated. Modern scores can create a contemporary mood, while selecting music and lyrics create a different mood.

However, the problem in the use of songs and jingles is that copywriters may not be trained lyricists or composers. A musical score or jingle may strike receivers as being unprofessional and impractical. Expert songwriters have to be used. It is to be ensured that the copy information dominates the musical accompaniments. The musical impact can overwhelm the selling and persuasion purpose of an advertisement. Another use of music is to open the advertisement with a musical score and have the music play in the background, while the copy is being read. Music is used here to attract attention.

A controversy surrounding the use of music in radio advertising is that if the station format is rock, then rock music should be used in an advertisement which is aired on the station. The positive argument is that rock music appeals to the listener's taste, but the negative argument is that the same type of music reduces the impact of the advertisement in the regular programme. However, there is no clear answer.

Dialogue

It is difficult to make a narrative copy for short periods of radio advertisements. Dialogue copy has no inherent attention-getting capabilities. Dialogue may result in a dull drone of two or more people having a conversation. To reduce boredom, many dialogues are written with humour.

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Announcement

The announcer reads out important product information as it has been prepared by the copywriter. It is the prevalent practice for live radio spots. However, live recordings are not often very useful.

Celebrity announcers

Having a famous person deliver the copy is said to increase the attention paid to the radio advertisement. It may not be a testimonial, for example, the celebrity is not expressing his satisfaction with the product, but is merely acting as an announcer. Some celebrities have distinct voice qualities or may be experts at empathic delivering of a copy. These qualities as well as recognition of a celebrity by the listener increases attention to the advertisement.

Guidelines for writing a radio copy

Some of the guidelines for writing a radio copy are the following:

- (i) Use common, familiar language.
- (ii) Use short words and sentences. Long involved, elaborate verbal description makes it difficult for the listener to follow the copy.
- (iii) Stimulate the imagination. Conjure up concrete and stimulating images.
- (iv) Repeat the name of the brand, as impression made by the radio advertisement is fleeting.
- (v) Stress the main selling points. Advertisement should revolve around the information that needs to be presented.
- (vi) Use sound and music with care. They should not overwhelm the copy and its persuasive impact.
- (vii) Tailor the copy to time, place and specific audience. If an advertisement is specified for a particular geographic region, use colloquialisms unique to that region.

4.4.2 Writing Copy for Television

TV has tremendous advantage over radio in that action as well as sound can be used in the message. It can create a mood or demonstrate a brand in use. But this also changes the whole concept of copy. Copy for TV must be highly sensitive to the advertisement's visual aspects as envisioned and specified by the creative director.

The copywriter must remember that words do not stand alone. Visual special effects and sound techniques may convey a message far better than the cleverest of phrases. Secondly, TV advertisements represent a timing challenge for the copywriter.

Copy has to be precisely coordinated with video. If the video portion were one continuous illustration it would be manageable, but modern TV advertisements are heavily edited, that is, they use several different scenes and copywriting becomes very difficult. The copywriter has to fulfil all responsibilities of proper information inclusion and also carefully fit all the information within, between and around the visual display taking place. This coordination has to be precise and the copywriter, producer, and director of the advertisement have to work together to make sure that the copy supports and enhances the video element. The storyboard is helpful in achieving this coordination. A storyboard is a frame-by-frame sketch depicting in sequence the visual scenes and the copy that will be used in TV.

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TV advertising format

The television advertising format includes the following:

- (i) **Demonstration:** TV has the ability to demonstrate a product in action. The method is used by brands whose benefits result from some tangible function. The copy in demonstration is usually a straight line copy, but drama can also be introduced, for example, Fiat braking system that saves a motorist from an accident. Demonstration with sight and sound let viewers appreciate the full range of features a brand has to offer.
- (ii) **Problem and solution:** A brand is introduced as a saviour in difficult situations. A consumer solves a problem with the advertised brand (dishwashing liquids, drain openers). A variation of this format is to promote a brand on the basis of problem prevention (maintenance items and insurance products).
- (iii) **Music and song:** Desired mood for the brand can be created (Coke). The growth of image advertising has resulted in advertisements that show a product in action accompanied by music and only visual overlays of the copy. These advertisements restrict the amount of copy.
- (iv) **Spokesperson:** The delivery of a message by a spokesperson places highlights the importance of the copy. The copy is given precedence over the visual and is supported by the visual rather than vice versa. Expert, an average person, and celebrity testimonials fall into this format.
- (v) **Dialogue:** A copywriter has to compose dialogue that is believable and keeps the advertisement moving forward.
- (vi) **Vignette:** It uses a sequence of related advertisements as a mechanism to sustain viewer interest. It gives advertising a recognizable look, which helps in achieving awareness and recognition.

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- (vii) **Narrative:** It tells the story like vignettes, but the mood of advertisement is highly personal, emotional and involving. It focuses on storytelling and only indirectly tells about the benefits of the brand (advertisements by Kodak and McDonald's).

Guidelines for writing a TV copy

Some of the guidelines for writing a television copy are the following:

- (i) **Use the video:** Allow the video portion of the advertisement to enhance and embellish the audio portion. Take advantage of the visual presentation impact with the copy.
- (ii) **Support the video:** The copy should not just describe what the audience is watching. Provide additional information or strengthen the video communication.
- (iii) **Coordinate the audio with the video:** Audio and video should not tell different stories or rely on different types of persuasion. Dual purposes of audio and video will confuse the audience.
- (iv) **Sell the product as well as entertain:** TV advertisements sometimes can be more entertaining than TV programmes. The copywriter should not get caught in the excitement of a good video presentation and forget that the main purpose is to deliver persuasive communication.
- (v) **Be flexible:** Advertisements are produced to run as 15, 20, 30, 60 seconds spots. The copywriter needs to ensure that the audio portion of an advertisement is complete and comprehensive within varying time lengths.
- (vi) **Use copy judiciously:** If an advertisement is too wordy, it can create information overload and interfere with the visual impact. Ensure that every word is a working word and should contribute to the impact of the message.
- (vii) **Reflect the brand personality and image:** Copy and visuals should be consistent with the personality and image the advertisers want to build or maintain for the brand.
- (viii) **Build campaigns:** When a copy for an advertisement is being written, evaluate its potential as a sustainable idea. Can the basic idea/appeal in the advertisement be developed into multiple versions that form a campaign?
- (ix) **Slogans:** A slogan is a short phrase used to help establish an image, identity or position for a brand but mostly used to increase memory. The phrase is repeated in the firm's advertising and other public communication. Slogans are used as headlines or subheads in print advertisements, or as tagline at the conclusion of radio or TV advertisement. They appear directly below the brand or company's name. A slogan can become an integral part of a brand's image and personality (BMW - The ultimate driving machine). If the slogan is consistently and carefully developed over time, it can act as a short identification for the brand and provide information on important brand

benefits. Slogans also provide continuity across different media and between advertisement campaigns (Nike - Just do it). Slogans bring about thematic integrated marketing communication for a firm.

*Visualization and
Copy Preparation*

Check Your Progress

5. How do broadcast media present totally different challenges for a copywriter?
6. What is the role of music in radio advertising format?
7. List some of the guidelines for writing a television copy.

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4.5 VISUAL COPY APPEAL

Appeal is the central theme or central idea of an advertisement. Every advertisement is an appeal to the prospects to buy a product or support a cause or use a product. Advertising appeals can be considered as the talking point or the selling points. These appeals are classified in several ways but the most comprehensive classification was done by Professor William Weilbacher. Broadly the appeals are classified as:

1. Product or service-related appeal
2. Consumer-related appeal
3. Non-product and Non-consumer related appeal

1. Product or service-related appeal

As the name indicates, the product or service-related appeals focus on the product or service features. Such appeals do not focus on consumer benefits. Following are the six features related to product or service appeals:

- i. **Product feature appeal:** Main focus of such appeal is on the dominant feature of the product or service. Such advertisements do not compare the brand with the competitors. Example: Samsung refrigerators.
- ii. **Product competitive advantage appeal:** The main focus of such appeals is the competitor's product and services. The advertisement speaks about the superiority of products over the competitors' product. Example: Duracell batteries
- iii. **Product price appeal:** The single most focus of this appeal is the price of the product or service.
- iv. **Product news appeal:** The main focus of such appeal is to communicate anything new about the product or brand.
- v. **Product popularity appeal:** Such appeal talk about the popularity of the product. It talks about how the product is used by majority of people and is way above competition in terms of product popularity.

- vi. **Product generic appeal:** Such appeals are used to generate the primary demand for any industry. Most of the time such advertisements are sponsored by industry associations or cooperatives.

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2. Consumer-related appeal

Consumer-related appeals focus on the consumer benefits. The main emphasis is on the customer satisfaction. Various consumer-related appeals are as follows:

- i. **Consumer service appeal:** Such appeals focus on instructing the customer for the best use process to get the best results.
- ii. **Consumer savings appeal:** The customer saving through use appeal helps the customer understand the opportunity of saving money or reducing the expenses through proper product usage.
- iii. **Consumer self enhancement appeal:** Such self enhancement appeals focus on the enhancement or improvement of some inherent quality of the customer through use of such products. Usually advertisements related to the cosmetics, clothing, jewellery, beauty enhancement products, etc. fall under this category.
- iv. **Consumer product trial appeal:** Consumer subsidised product trial appeal focuses to generate initial or additional sales through promoting product trials. It can talk about introductory offers or free samples, etc.
- v. **Consumer fear appeal:** Such appeals focus on threatening situations or conditions which can be avoided by the use of product or service.

3. Non-product and non-consumer-related appeal

As the name indicates such appeals are used for fine work or aspect of the company. These are:

- i. **Corporate citizenship appeal:** Such appeals attempt to portray the company's achievements or contributions to the society.
- ii. **Investor solicitation appeal:** Such appeals are for the investor community. The main purpose of the appeal is to convince the potential investor as to for what reasons the he should invest in the company.

Check Your Progress

- 8. What role do appeals play in advertisement?
- 9. List some of the features of product or service-related appeals?
- 10. What are the uses of non-product and non-consumer-related appeal?

4.6 ANSWERS TO CHECK YOUR PROGRESS QUESTIONS

1. Visualization means forming a mental picture. It is the basic skill of creative expression. An advertisement is also an expression of idea and the effectiveness and success of an advertisement depends on the core idea upon which the advertisement is developed. All the advertisements are the resultants of the visualization or creative process. Thus the most important activity during the development of the advertisement is the activity or process of visualization. It is the starting point of copy writing.
2. The seven steps involved in the creative process of visualization are the following:
 - i. Orientation
 - ii. Preparation
 - iii. Analysis
 - iv. Ideation
 - v. Incubation
 - vi. Synthesis
 - vii. Verification
3. The three separate components of a print copy are: the headline, the subhead and the body copy.
4. Some of the main objectives of writing a headline are the following:
 - (i) Give news about the brand: For instance, 25 of 40 major titles won with Titleist (brand of golf balls); Champion (sparkplugs) wins Mount Everest run.
 - (ii) Emphasize a brand claim: '30 per cent more mileage on Firestone tires' highlights durability.
 - (iii) Give advice to the reader: A headline can give the reader a recommendation that is followed by results provided in the body copy.
 - (iv) Select prospects: Headlines can attract the attention of the intended audience, for example, 'Good news for arthritis sufferers'.
 - (v) Stimulate reader curiosity: Posing a riddle with headlines can serve to attract attention and stimulate readership. Curiosity can be stimulated with a clever play of words or a contradiction, for example, 'Pluck a hair from your head'.

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5. Radio and TV present totally different challenges for a copywriter. Audio and audio-video capabilities of radio and TV provide different opportunities for a copywriter. Nevertheless, the broadcast media have inherent limitations for a copywriter. In the print media, a copywriter can write long and involved copy necessary to communicate complex brand features, which may form the basis of competitive differentiation and positioning. Print media provides the time and space to communicate these details, complete with illustrations. The printed page allows a reader to dwell on the copy and process the information at a personalized, comfortable rate. However, radio and TV offer a brief exposure. Introducing sound effects and sight stimuli through these media can divert the listener or viewer from the copy of the advertisement.
6. A song or jingle is written to communicate in an attention grabbing and memorable fashion. Songs and jingles are written specifically to accommodate a unique brand copy. An existing tune may also be used and the copy is fit to its metre and rhythm. Tunes popular with certain target segments can be licensed for use by advertisers. Songs and music attract listeners' attention and enhance recall. Songs can create the mood and image with which the product is associated. Modern scores can create a contemporary mood, while selecting music and lyrics create a different mood.
7. Some of the guidelines for writing a television copy are the following:
 - (i) Use the video: Allow the video portion of the advertisement to enhance and embellish the audio portion. Take advantage of the visual presentation impact with the copy.
 - (ii) Support the video: The copy should not just describe what the audience is watching. Provide additional information or strengthen the video communication.
 - (iii) Coordinate the audio with the video: Audio and video should not tell different stories or rely on different types of persuasion. Dual purposes of audio and video will confuse the audience.
 - (iv) Sell the product as well as entertain: TV advertisements sometimes can be more entertaining than TV programmes. The copywriter should not get caught in the excitement of a good video presentation and forget that the main purpose is to deliver persuasive communication.
 - (v) Be flexible: Advertisements are produced to run as 15, 20, 30, 60 seconds spots. The copywriter needs to ensure that the audio portion of an advertisement is complete and comprehensive within varying time lengths.
8. Appeal is the central theme or central idea of an advertisement. Every advertisement is an appeal to the prospects to buy a product or support a

cause or use a product. Advertising appeals can be considered as the talking point or the selling points. These appeals are classified in several ways but the most comprehensive classification was done by Professor William Weilbacher. Broadly the appeals are classified as:

- i. Product or service-related appeal
- ii. Consumer-related appeal
- iii. Non-product and Non-consumer related appeal

9. Following are some of the features related to product or service appeals:

- i. Product feature appeal: Main focus of such appeal is on the dominant feature of the product or service. Such advertisements do not compare the brand with the competitors. Example: Samsung refrigerators.
- ii. Product competitive advantage appeal: The main focus of such appeals is the competitor's product and services. The advertisement speaks about the superiority of products over the competitors' product. Example: Duracell batteries
- iii. Product price appeal: The single most focus of this appeal is the price of the product or service.
- iv. Product news appeal: The main focus of such appeal is to communicate anything new about the product or brand.

10. Non-product and non-consumer- related appeals are used for fine work or aspect of the company. These are:

- i. Corporate citizenship appeal: Such appeals attempt to portray the company's achievements or contributions to the society.
- ii. Investor solicitation appeal: Such appeals are for the investor community. The main purpose of the appeal is to convince the potential investor as to for what reasons the he should invest in the company.

4.7 SUMMARY

- Visualization means forming of a mental picture. It is the basic skill of creative expression. An advertisement is also an expression of idea and the effectiveness and success of an advertisement depends on the core idea upon which the advertisement is developed. All the advertisements are the resultants of the visualization or creative process.
- The visualization process can be defined as the process which starts the design of the advertisement and results in the development of the final and finished ad layout in print. The visualization process was developed by Alex F. Osborn, former head, BBDO Agency.

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- According to Alex, the creative process is a time consuming exercise wherein creative people test and retest the ideas to arrive at a final idea. The novel idea is both unexpected as well as unusual and does not come easily.
- Orientation involves familiarizing the visualizer or the copy writer with the advertising problem. The copy writer needs to understand the company and its requirement for the advertisement.
- Ideation means developing several ideas as probable solutions to the problem. It is the concrete shape given to the creative thoughts in terms of statements or propositions.
- Verification is also called the evaluation stage. The final idea generated is verified and tested. Each element is tested by the panel of the experts or prospective audience for effectiveness.
- Many headlines fail to attract attention and it becomes a clutter in the consumer's life. Lifeless headlines fail to compel the reader to examine the other parts of the advertisement. A headline can either motivate a reader to move on to the rest of an advertisement, or lose the reader.
- The brand name or label is used as headline either in conjunction with a word or two. The goal is to simply identify the brand and reinforce brand name recognition.
- The subhead consists of a few words or short sentences and usually appears below the headline. It includes important brand information not included in the headline. A subhead basically serves the same purpose as the headline, that is, communicate key selling points or brand information quickly.
- The body copy is the textual component of an advertisement and tells the complete story of a brand. The body copy should be written in a fashion that takes advantage of, and reinforces the headline and the subhead; is compatible with, and gains strength from the visual; and is interesting to the reader.
- Radio and TV present totally different challenges for a copywriter. Audio and audio-video capabilities of radio and TV provide different opportunities for a copywriter. Nevertheless, the broadcast media have inherent limitations for a copywriter.
- Radio is the ultimate form of copywriting creativity. A copywriter is free from realities of visuals and illustrations. Radio has the ability to stimulate a theatre in the mind, which allows a copywriter to create images and moods for an audience.

- The copywriter must remember that words do not stand alone. Visual special effects and sound techniques may convey a message far better than the cleverest of phrases. Secondly, TV advertisements represent a timing challenge for the copywriter.
- TV has tremendous advantage over radio in that action as well as sound can be used in the message. It can create a mood or demonstrate a brand in use. But this also changes the whole concept of copy.
- Copy has to be precisely coordinated with video. If the video portion were one continuous illustration it would be manageable, but modern TV advertisements are heavily edited, that is, they use several different scenes and copywriting becomes very difficult.
- TV advertisements sometimes can be more entertaining than TV programmes. The copywriter should not get caught in the excitement of a good video presentation and forget that the main purpose is to deliver persuasive communication.
- When a copy for an advertisement is being written, evaluate its potential as a sustainable idea. Can the basic idea/appeal in the advertisement be developed into multiple versions that form a campaign?
- A slogan is a short phrase used to help establish an image, identity or position for a brand but mostly used to increase memory. The phrase is repeated in the firm's advertising and other public communication.
- Appeal is the central theme or central idea of an advertisement. Every advertisement is an appeal to the prospects to buy a product or support a cause or use a product. Advertising appeals can be considered as the talking point or the selling points.
- Consumer-related appeals focus on the consumer benefits. The main emphasis is on the customer satisfaction.
- Consumer subsidised product trial appeal focuses to generate initial or additional sales through promoting product trials. It can talk about introductory offers or free samples, etc.

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4.8 KEY WORDS

- **Incubation:** This is the deep thinking stage for the creative people where they almost sleep or sit over the idea to develop the full plan and details of the advertisements.
- **Spokesperson:** A spokesperson is someone engaged or elected to speak on behalf of others.

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- **Copywriting:** This is the act of writing text for the purpose of advertising or other forms of marketing. The product, called copy, is written content that aims to increase brand awareness and ultimately persuade a person or group to take a particular action.
- **A vignette:** In graphic design, this is a unique form for a frame to an image, either illustration or photograph. Rather than the image's edges being rectilinear, it is overlaid with decorative artwork featuring a unique outline.
- **A slogan:** This is a catchy phrase or series of words used to help consumers remember a company, brand or product. Companies create slogans to use in various marketing efforts in hopes that the phrases will stick in people's minds
- **Product feature appeal:** This is one of the distinguishing characteristics of a product or service that helps boost its appeal to potential buyers, and might be used to formulate a product marketing strategy that highlights the usefulness of the product to targeted potential consumers.
- **Generic appeal:** This is an advertising strategy which tries to encourage consumers to spend more on a product category rather than a specific product or brand.
- **Consumer fear appeal:** In advertising, a fear appraisal, or fear appeal, uses consumers' fears to motivate them to purchase a product or contribute to a cause.

4.9 SELF ASSESSMENT QUESTIONS AND EXERCISES

Short Answer Questions

1. Why is the process of visualization considered as the most important activity during the development of the advertisement?
2. What role does orientation play in visualization?
3. Write a short note on the various techniques for preparing a body copy.
4. List some of the guidelines for writing a radio copy.
5. What is the main focus of consumer-related appeals?

Long Answer Questions

1. Discuss the significance of various steps in the process of visualization.
2. Analyse the role of copy writing in print and broadcast media.
3. "Radio is the ultimate form of copywriting creativity." Justify this statement.
4. Discuss the main purpose of advertising appeals.

4.10 FURTHER READINGS

- Melvin, L. DeFluer and Everette L. Dennis. 1994. *Understanding Mass Communication – A Liberal Arts Perspective*. Boston: Houghton Mifflin Company.
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BLOCK - II
THE CODE OF ADVERTISING AND
PUBLIC RELATION

UNIT 5 COPYWRITING
FUNDAMENTALS

Structure

- 5.0 Introduction
- 5.1 Objectives
- 5.2 Copywriting Techniques
 - 5.2.1 Types of Copywriting Techniques
- 5.3 Fundamentals of Art in the Layout Design
 - 5.3.1 Classification and Characteristics of Layout
- 5.4 Answers to Check Your Progress Questions
- 5.5 Summary
- 5.6 Key Words
- 5.7 Self Assessment Questions and Exercises
- 5.8 Further Readings

5.0 INTRODUCTION

In simple words, copywriting is the activity of writing the text of advertisements or publicity material. If art directors are responsible for providing visual elements in advertisement, copywriters take care of bringing in contents based on the creative concept. Both of them function as indispensable partners in the creative team of any advertising agency. For an effective advertisement, their contribution is immense. To ensure that advertisement contains all the essential components namely headlines, subhead and body copy, copywriters must have the requisite skills in addition to talent and knowledge of the topics. They must have the ability to apprehend the sense of customers who are targeted in the advertisement. Here comes the role of product and the audience research which help copywriters create an effective copy. They should be imaginative and aware of the value and benefits of a brand. There is the need to bring various creative tools in conjunction with the copy.

As final advertisement contain several elements including pictures, illustrations, identification mark, etc., a proper understanding of fundamentals of arts in the layout design is required. All the elements of the advertisements are combined in the layout design.

In addition to discussing copywriting techniques, this unit explains the need to understand fundamentals of arts in layout design.

5.1 OBJECTIVES

After going through this unit, you will be able to:

- Discuss the copywriting techniques
 - Analyse the fundamentals of art in the layout design
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5.2 COPYWRITING TECHNIQUES

It is simplistic to state that copywriters are responsible for the verbal elements in an advertisement and art directors are responsible for the visual elements. Copywriters and art directors function as partners and are referred to as the creative team in advertising agencies. The creative team first comes up with the creative concept. The creative concept is the unique creative thought behind a campaign which is then turned into an advertisement. During this process, copywriters often suggest visuals and likewise art directors often come up with headlines. Some advertisements have no headlines and only visuals. Both copywriter and art director are equally involved in creating an advertisement.

Though talent and knowledge needed to excel in one area differ in many ways from those needed to excel in the other, one must recognize that not all copywriting is done by copywriters and not all art directing is done by art directors.

To understand copywriting, one needs to understand the people who writes copy, does product research, audience research and provides other information that copywriters use to create an effective copy. General advertisement writing is disarmingly simple. It has the common touch without being or sounding patronizing.

Why should anyone look at your advertisement? The reader does not buy his magazine or tune into his radio and TV to see and hear what you have to say. What is the use of saying all the right things if nobody is going to read them? Also, nobody is going to read them if they are not said with freshness, originality and imagination.

Never write an advertisement which you would not want your family to read. Good products can be sold by honest advertising. If you do not think the product is good, you have no business to be advertising it. If you tell lies, you do your client disservice and fan the flames of resentment against the whole business of advertising.

The smartest advertising respects consumer intelligence. Let consumers bring something to the communication process instead of listing benefits. Imagination is the key. A good copywriter must always bring spirit and imagination to advertising.

Copywriting is the process of expressing the value and benefits a brand has to offer using written or verbal descriptions. It is a never-ending search for ideas and new ways to express those ideas.

NOTES

Effective copywriters are well informed and astute advertising decision makers, besides possessing creative talent. They have to comprehend and incorporate marketing strategies, consumer behaviour and advertising strategies in brief by powerful communication. The copy should not interfere but enhance the visual aspects of the message.

The copywriter should be provided extensive information about the particular objectives for a particular advertising effort. The client's marketing managers, account executives and creative directors in the advertising agency provide information to the copywriters. The foundational intricacies of the client firm's marketing strategy should be communicated to the copywriters. Without this information, the copywriter must rely on intuition about what sort of information is relevant and meaningful to the target audience.

Development copy research helps copywriters at the early stage of copy development by providing audience interpretations and reactions to the proposed copy. Evaluative copy research is used to judge copy only after the advertisement has been released. Here, the audience expresses its approval or disapproval of the copy used in an advertisement.

A creative plan specifies message elements that must be coordinated during the preparation of the copy. These elements include main product claims, creative devices, media that will be used and special creative needs a product might have. A copywriter has to make a creative sense out of the maze of information that comes from the message development process. He has to create excitement around what can otherwise be dull product features.

A major task is to bring various creative tools, such as illustration, use of colour, use of sound and action in conjunction with the copy. The copy must be coordinated with the media to be used. The following elements are considered when devising a creative plan:

- (i) Product features.
- (ii) The benefits a user receives from these features.
- (iii) The media selected for conveying the information and the length of time the advertisement will run.
- (iv) The suggested mood or tone for the advertisement.
- (v) The ways in which mood and atmosphere will be created and accomplished in the advertisement.
- (vi) Production budget for the advertisement: This consideration can be modified or disregarded entirely during the process of creating an advertisement. For example, sometimes a brilliant creative execution demands that TV, rather than print be the media vehicle of choice. Or a particular creative thought may suggest a completely different mood or tone than the one listed in the creative plan. A creative plan is a starting point not an end point for the creative team. The plan should evolve and grow as insights are gained.

5.2.1 Types of Copywriting Techniques

There are numerous methods of creating a sales copy based on the type of advertising media used. In addition, even for the same media, there are manifold techniques of copywriting. The different methods in which a copy can be composed are described as the following:

Common Techniques of Copywriting

The most universal types of copywriting techniques are listed as the following:

- (i) **SEO copywriting:** This type of copywriting is used in writing for web pages.
- (ii) **Advertising copywriting:** This type of copywriting is used across a number of media including television, newspaper, radio, theatre and also the mobile phones advertising segment.
- (iii) **Electronic media copywriting:** Electronic media constitutes television, radio and Internet. Copies created for television and radio are transformed into popular advertisements. As far as the Internet and mobile phones are concerned, copies may be transformed into advertisements or may merely display the text.
- (iv) Direct mail copywriting

Check Your Progress

1. What are the main attributes of an effective copywriter?
2. List the common types of copywriting techniques.

5.3 FUNDAMENTALS OF ART IN THE LAYOUT DESIGN

A completed and final advertisement has several elements in it such as headline, subhead, body text, slogan, decoration, pictures, illustrations, identification mark, etc. Each element is blended and arranged in such a manner so as that the desired result is achieved. The layout thus is the visual expression of the ideas of the creative person. Therefore, it can be said that the visual composition of an advertisement is the layout. It is the working drawing of the advertisement or the blueprint of the advertisement. It is the pencil sketched plan showing the size, position and colour weight values of different elements that make up the advertisement. In the layout all the elements of the advertisements are combined.

The word design means an arrangement of several elements to provide the desired structure. A layout is a design which achieves specific purpose. Designing a good layout means arranging the elements in an effective manner. The art of layout design is to display the elements in order to create psychological impact by making it appealing to the senses.

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5.3.1 Classification and Characteristics of Layout

Depending upon the extent of refinement, the layouts are broadly classified as:

1. Thumbnails
2. Roughs
3. Comprehensives

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Thumb nails are the minimal layouts. These are sketched quickly to present several alternatives. Thumbnails can be considered as an experimental or trial sketch.

Roughs are the visuals and these are the actual size layouts. They have the size dimensions of the proposed advertisements. These are actual size layouts with art work, headlines, sub headlines and photographs.

Comprehensives are the finished layouts. These can be considered as the final actual advertisements. These are presented to the clients for final approval. The comprehensives are converted to the final print only after the approval of the clients.

A good layout must follow certain principles or fundamental laws of the physical aspects of designing. These are as follows:

- i. The principle of balance:** Balance involves the location of various size shape and tones in relation to the reference point or the optic centre. The optical centre is the point where the eyes of the reader are focused.
- ii. The principle of rhythm:** The principle of rhythm is also called the principle of movement, or gaze motion or sequence. It is governed by the movement of eyes from one part of the design to another. The aim is to guide the reader's eye movement from element to element in a sequence so as to achieve most effective communication of the advertising message.
- iii. The principle of emphasis:** The principle of emphasis is also known as the principle of contrast. The main aim is to make the important elements of the advertisement appear outstanding and emphasised. The emphasis is given to the main element by the way of contrast or isolation or radiation.
- iv. The principle of proportion:** The principle of proportion has a close association with the principle of balance, as the balance principle is concerned with the allocation of space among various elements of the advertisement. Proportion indicates the ratio of length to width.
- v. The principle of unity:** Unity is oneness, this principle relates to providing cohesiveness to the advertisement. It means the union of all the elements in such a manner so that it produces the impact of homogeneity and each element supports and reinforces the other elements. The quality of balance, emphasis, proportion, movement should be so used in the advertisement that the concept of unity of thought, appearance and design is depicted in the layout.

- vi. The principle of simplicity:** To achieve clarity the principle of simplicity has to be followed. The ease of comprehension is achieved easily through the design simplicity. Complicated layout designs have greater chances of being misunderstood. Too many illustrations create clutter.

Advertisements are the finest combination of the copy and the artwork. Illustrations in the advertisements are known as the art work.

The function of the art in the advertisement is to help in communicating the right message to the prospective buyers. Best art work is not what is mastered by the creative person but that which appeals the prospective buyer. An artist should visualize the entire art work and layout design by considering himself in the position of the prospective buyer. Once the copywriter and the art director finalize the nature of the art work, the next stage is to select the medium of art. The most commonly used types of art media are:

- i. Pencil, crayon and charcoal drawings
- ii. Line drawings
- iii. Wash drawings
- iv. Scratch board drawings
- v. Photographs

The selection of medium of art work to be used for illustration depends on the factors of cost, time limitations of the production, clarity, authenticity and reality. The aim of the art director is to convey his ideas most effectively.

Check Your Progress

3. Why is the layout of advertisement so significant?
4. List the fundamental laws of the physical aspects of designing.
5. What are the most commonly used types of art media?

5.4 ANSWERS TO CHECK YOUR PROGRESS QUESTIONS

1. Copywriting is the process of expressing the value and benefits a brand has to offer using written or verbal descriptions. It is a never-ending search for ideas and new ways to express those ideas. Effective copywriters are well informed and astute advertising decision makers, besides possessing creative talent. They have to comprehend and incorporate marketing strategies, consumer behaviour and advertising strategies in brief by powerful communication. The copy should not interfere but enhance the visual aspects of the message.

NOTES

NOTES

2. The most universal types of copywriting techniques are listed as the following:
 - i. **SEO copywriting:** This type of copywriting is used in writing for web pages.
 - ii. **Advertising copywriting:** This type of copywriting is used across a number of media including television, newspaper, radio, theatre and also the mobile phones advertising segment.
 - iii. **Electronic media copywriting:** Electronic media constitutes television, radio and Internet. Copies created for television and radio are transformed into popular advertisements. As far as the Internet and mobile phones are concerned, copies may be transformed into advertisements or may merely display the text.
3. A completed and final advertisement has several elements in it such as headline, subhead, body text, slogan, decoration, pictures, illustrations, identification mark, etc. Each element is blended and arranged in such a manner so as that the desired result is achieved. The layout thus is the visual expression of the ideas of the creative person. Therefore, it can be said that the visual composition of an advertisement is the layout. It is the working drawing of the advertisement or the blueprint of the advertisement.
4. A good layout must follow certain principles or fundamental laws of the physical aspects of designing. These are as follows:
 - i. **The principle of balance:** Balance involves the location of various size shape and tones in relation to the reference point or the optic centre. The optical centre is the point where the eyes of the reader are focused.
 - ii. **The principle of rhythm:** The principle of rhythm is also called the principle of movement, or gaze motion or sequence. It is governed by the movement of eyes from one part of the design to another.
 - iii. **The principle of emphasis:** The principle of emphasis is also known as the principle of contrast. The main aim is to make the important elements of the advertisement appear outstanding and emphasised.
 - iv. **The principle of proportion:** The principle of proportion has a close association with the principle of balance, as the balance principle is concerned with the allocation of space among various elements of the advertisement.
 - v. **The principle of unity:** This principle relates to providing cohesiveness to the advertisement. It means the union of all the elements in such a manner so that it produces the impact of homogeneity and each element supports and reinforces the other elements.
 - vi. **The principle of simplicity:** To achieve clarity, the principle of simplicity has to be followed. Complicated layout designs have greater chances of being misunderstood. Too many illustrations create clutter.

5. The most commonly used types of art media are:

- i. Pencil, crayon and charcoal drawings
- ii. Line drawings
- iii. Wash drawings
- iv. Scratch board drawings
- v. Photographs

The selection of medium of art work to be used for illustration depends on the factors of cost, time limitations of the production, clarity, authenticity and reality. The aim of the art director is to convey his ideas most effectively.

NOTES

5.5 SUMMARY

- Copywriters and art directors function as partners and are referred to as the creative team in advertising agencies
- To understand copywriting, one needs to understand the people who writes copy, does product research, audience research and provides other information that copywriters use to create an effective copy.
- The smartest advertising respects consumer intelligence. Let consumers bring something to the communication process instead of listing benefits. Imagination is the key. A good copywriter must always bring spirit and imagination to advertising.
- Effective copywriters are well informed and astute advertising decision makers, besides possessing creative talent. They have to comprehend and incorporate marketing strategies, consumer behaviour and advertising strategies in brief by powerful communication.
- The copywriter should be provided extensive information about the particular objectives for a particular advertising effort. The client's marketing managers, account executives and creative directors in the advertising agency provide information to the copywriters.
- Evaluative copy research is used to judge copy only after the advertisement has been released. Here, the audience expresses its approval or disapproval of the copy used in an advertisement.
- A creative plan specifies message elements that must be coordinated during the preparation of the copy. These elements include main product claims, creative devices, media that will be used and special creative needs a product might have.
- A major task is to bring various creative tools, such as illustration, use of colour, use of sound and action in conjunction with the copy. The copy must be coordinated with the media to be used.

NOTES

- There are numerous methods of creating a sales copy based on the type of advertising media used. In addition, even for the same media, there are manifold techniques of copywriting.
- Electronic media constitutes television, radio and Internet. Copies created for television and radio are transformed into popular advertisements.
- A completed and final advertisement has several elements in it such as headline, subhead, body text, slogan, decoration, pictures, illustrations, identification mark, etc. Each element is blended and arranged in such a manner so as that the desired result is achieved.
- The word design means an arrangement of several elements to provide the desired structure. A layout is a design which achieves specific purpose. Designing a good layout means arranging the elements in an effective manner.
- The function of the art in the advertisement is to help in communicating the right message to the prospective buyers. Best art work is not what is mastered by the creative person but that which appeals the prospective buyer.
- Comprehensives are the finished layouts. These can be considered as the final actual advertisements. These are presented to the clients for final approval. The comprehensives are converted to the final print only after the approval of the clients.
- The principle of emphasis is also known as the principle of contrast. The main aim is to make the important elements of the advertisement appear outstanding and emphasised.
- The principle of proportion has a close association with the principle of balance, as the balance principle is concerned with the allocation of space among various elements of the advertisement.
- The selection of medium of art work to be used for illustration depends on the factors of cost, time limitations of the production, clarity, authenticity and reality. The aim of the art director is to convey his ideas most effectively.

5.6 KEY WORDS

- **Thumb nails:** These are the minimal layouts. These are sketched quickly to present several alternatives.
- **Comprehensives:** These are the finished layouts.
- **Electronic media:** Electronic forms of media are media that use electronics or an electromechanical audience to access the content. This is in contrast to static media, which today is often created electronically, which does not require electronics to be accessed by the end user in the printed form.

- **SEO:** Search engine optimization is the process of increasing the quality and quantity of website traffic, increasing visibility of a website or a web page to users of a web search engine. SEO refers to the improvement of unpaid results, and excludes the purchase of paid placement.

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5.7 SELF ASSESSMENT QUESTIONS AND EXERCISES

Short Answer Questions

1. Briefly mention the role of copywriter and art director in advertising agencies.
2. What types of support should be given to enhance the knowledge of a copywriter?
3. Mention the uses of various creative tools in making the copy.
4. How is the layout classified broadly?
5. Write a short note on the function of the art in the advertisement.

Long Answer Questions

1. Discuss the significance of the creative plan in an advertising agency.
2. Analyse the role of the layout design in preparing an effective advertisement
3. Discuss the function of art in advertisement.

5.8 FURTHER READINGS

- Melvin, L. DeFluer and Everette L. Dennis. 1994. *Understanding Mass Communication – A Liberal Arts Perspective*. Boston: Houghton Mifflin Company.
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UNIT 6 PROFESSIONAL ORGANIZATIONS AND CODE IN ADVERTISING

Structure

- 6.0 Introduction
- 6.1 Objectives
- 6.2 Professional Organizations in Advertising in India
 - 6.2.1 Professional Advertising Agencies
- 6.3 Need For Advertising Regulations
- 6.4 Code for Commercial Advertising on Air
- 6.5 Answers to Check Your Progress Questions
- 6.6 Summary
- 6.7 Key Words
- 6.8 Self Assessment Questions and Exercises
- 6.9 Further Readings

6.0 INTRODUCTION

It has been often quoted that the history of advertising in India is almost as old as the history of modern print media in the country. However, it was only in the earlier part of the twentieth century, that the advertising agencies began to emerge. Later on, by virtue of being the commercial capital of India, where most consumer goods companies had their head offices, Mumbai became the obvious choice for advertising agencies to set up shop. In 1905, B. Dattaram & Company was founded as the first advertising agency in India followed by Indian Advertising Agency in Bombay and Calcutta Advertising Agency in Calcutta in 1907 and 1909, respectively. It was in 1954 that Ad Club of Bombay was set up and it commenced the Abby Awards in the year 1995. The club has introduced a number of awards, namely Abby Awards, Emvies, Effies and more.

Today, in terms of tools and techniques it uses and understanding of consumers, advertising industry in India is comparable to any developed country in the world. It has undergone a sea change in India and educational institutions, real estate, consumer durables and FMCGs are now the main advertisers.

As the business of advertising has transformed into a flourishing industry, governments of various countries realized that it was high time to put in place a regulatory regime for monitoring advertising. In order to ensure that public interest is not compromised and hampered by commercial advertising, certain standards and guidelines called Code of Conduct were laid down for commercial advertising on the All India Radio (AIR).

In addition to discussing the formation of professional organizations in advertising, this unit delves deeply into various guidelines and code for commercial advertisement on AIR.

6.1 OBJECTIVES

After going through this unit, you will be able to:

- Discuss the development of professional organizations in advertising
- Learn the formations of organizations namely ASCI, Ad Club and AdAsia
- Analyse the need for advertising regulations
- Examine the code for commercial advertising on AIR

6.2 PROFESSIONAL ORGANIZATIONS IN ADVERTISING IN INDIA

In India, advertising was pioneered by Dattaram and Company in the year 1905. They operated from an area called Girgaon near Mumbai. At present, there are more than 40 advertising agencies in the country that handle more than 80 per cent of the entire advertising business. The smaller chunk of business goes to hundreds of smaller advertisement agencies. There are around 25,000 publications that are registered, and about 1 per cent of them have good circulation. There are more than 200 radio stations, and of late, this medium has seen a tremendous resurgence.

Two English advertising agencies, J Walter Thomson and D J Keymer, established the foundation of modern advertising in India. Some of the pioneers in the Indian advertising industry were Marc Robinson, Ayaz Peerbhoy, Nuru Swaminathan, Subhas Ghosal, John Gaynor and Morois Mathias.

In the 1940s, in India, there were few companies that were advertising in newspapers and therefore, they lost no opportunity to utilize as much space as possible for advertisements. 70 per cent of the revenues in the advertising industry were generated by press advertisements in the 1950s. The main sector that advertised in the press was the infrastructure sector. Later on, the licensing regime ensured that there was a shortage of products, thus rendering advertising wasteful.

In the 1960s, extremely talented people such as Mohammed Khan, Arun Nanda and Ravi Gupta emerged on the advertising scene. The 1970s was a phase of consolidation in the Indian advertising business. The 1980s were the golden era of the advertising industry as the revenues really shot up.

During the 1960s and 1970s, brand building became an important objective for businesses. The campaigns of Amul and Wills (Made for Each Other) figured prominently during this period. New agencies such as R K Swamy, Rediffusion and Trikaya Grey were established during this period.

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Over the years, advertising has undergone a sea change in India. In the pre-Independence era, the prominent advertisers were women's and men's goods, clothes, eating places and entertainment that were mainly meant for the Britishers. Now, the main advertisers are educational institutions, real estate, consumer durables and FMCGs.

6.2.1 Professional Advertising Agencies

Today, there are several professional agencies that represent the advertising industry. Some of them are as follows:

The Advertising Standards Council of India

The Advertising Standards Council of India (ASCI) was set up in 1985 by a group of advertising and marketing professionals from the Indian Society of Advertisers, the Advertising Agencies Association of India and the Indian Newspapers Society. It is a not-for-profit organization with an aim at self-regulating content in advertising. ASCI's Code for Self-Regulation in Advertising specifies that all advertising should be truthful, honest, decent, legal and safe for customers, particularly minors and fair to the competition.

The board of governors of the ASCI appoints a Consumer Complaints Council (CCC) to look into complaints. The CCC receives about fifty complaints a year, of which half are upheld with a compliance rate of 80 per cent.

Ad Club

The Ad Club of Bombay was inspired by the Ad Club of Calcutta, as in the pre-independence days, it was not Bombay, but Calcutta that enjoyed the position of being the country's business centre. The foundation of the Ad Club was laid in 1954, when Soli Talyerkhan, having arrived in Bombay from Calcutta to join Voltas, got in touch with Bobby Sista. Having formed a small but determined group of like-minded individuals, Adi Patel, Bal Mundkar, Rudi Von Leyden, Bobby Sista, Hardcastle and Khurshid Dhondy met at what was to be the Ad Club's first meeting. The Ad Club was established to bring agencies and advertisers together. These popular afternoon gatherings every month centred on training, made possible through prominent guest speakers holding forth on key topics. The *Solus* magazine became the voice of the Ad Club.

The media side of the business never featured in the plans because media was not considered a part of mainstream advertising in those days. Even though the Ad Club was then considered elitist, since membership was restricted, amateurs saw it as an opportunity to increase social contacts and actively supported it. So did the veterans, whose exalted positions in the industry gave them the satisfaction of dispensing advice to upcoming talent.

The Ad Club gives away awards such as Abbys (honouring creative excellence in advertising), Effies (recognizing effectiveness in advertising) and Emvies

(introduced in 2006, honours measurable and significant contributions in the field of media).

The Ad Club is also involved in a number of activities. Over the years, it has become a catalyst in developing the industry by organizing seminars, workshops and events for professionals and students to interact. *Solus*, the Ad Club's house journal was recently awarded the best house journal by the Journal of India Public Relations, Hyderabad. The Ad Club is currently the largest such body in the world. It has over 1600 active members from the fields of advertising, marketing, public relations, media and research fields, from across the country.

It is a club of and for individuals involved in the various facets of advertising and marketing communication. The mission of the club is to create forums and events to help its members improve their professional competencies, thereby raising the standards of advertising in the country.

AdAsia

AdAsia is a full service Asian American advertising agency that helps brands and companies reach the country's almost 12 million Asian Americans. This is accomplished by an unwavering passion for work balanced by a wealth of experience and understanding of the market. The ad agency helps build brands by delivering innovative creative that speaks to the contemporary, richly diverse Asian American market of today. Backed by this knowledge and commitment to innovation, AdAsia also helps Asian companies reach and penetrate the highly diverse mass US market, helping them identify opportunities and achieve growth on these shores.

Founded in 1997, AdAsia is included in AdAge's list of top ten multicultural advertising agencies in the country. AdAsia provides more than just advertising solutions to the clients. From research and brand consulting to public relations, sales promotions and e-solutions, the agency designs and implements groundbreaking, innovative integrated marketing communication programmes that generate results for its clients.

Check Your Progress

1. Mention the pioneers in advertising industry in India.
2. What is the aim of the Advertising Standards Council of India (ASCI)?
3. Why was Ad Club established in India?
4. What is the contribution of AdAsia in advertising industry?

6.3 NEED FOR ADVERTISING REGULATIONS

Most countries are presently democratic. In other words, they grant freedom of speech and expression to their citizens. This freedom could be exercised for participating in the political, social and cultural life of the nation or in its economic

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activities. Advertising requires the use of creative expression of thought for persuading potential customers to buy a product or service that a business house is dealing in. So, there shouldn't have been any legal restrictions and restraints on advertising in democratic countries. But, that is scarcely true anywhere. In all democratic states, governments have put in place a regulatory regime for monitoring advertising. This is because of the following reasons:

- (i) To ensure that customers don't get duped by unscrupulous marketers: It has been observed that unless the state has provisions to penalize advertisers who give false information to lure customers to buy their products, people will have no legal remedy against such unscrupulous advertisers. Thus, all democratic states have advertising regulations to protect their citizens against unscrupulous advertisers.
- (ii) To ensure that products and services considered harmful to society or a section of the society do not get wide publicity: In many countries of the world prostitution is banned. So is cigarette smoking in public places. Similarly, drinking is discouraged by the government in India. Therefore, ads that publicize these products and services are banned in India. In the absence of any advertising regulations, it would have been difficult for the state to control these activities.
- (iii) To ensure that advertisements do not adopt unethical means of representation of women and other vulnerable sections of the society to attract potential customers. Advertisers are often tempted to use images of semi-clad and naked women as baits to attract the attention of prospects to their advertisements. To prevent such a gross misrepresentation of women as sex objects, we need to regulate advertising.
- (iv) To ensure that advertisements do not encourage superstition and orthodoxy or cash in on the superstitious nature of the masses. In developing countries like India, where many people are illiterate and steeped in religious orthodoxy and superstition, advertisers tend to sell their wares by appealing to their superstitious bent of mind. Sometimes, some try to sell magic remedies as panacea for diseases. To curb such activities, the government has to have regulations for advertisers.
- (v) To ensure that advertising happens in a level field among competitors. Last of all, it is essential that competing businesses do not resort to running down each other's products or services to sell their own. So, there has to be regulation to check such a temptation among advertisers.

Check Your Progress

5. Why do you think that there should not be any restraints on advertising?
6. Why have governments put in place a regulatory regime for monitoring advertising?

6.4 CODE FOR COMMERCIAL ADVERTISING ON AIR

Commercial advertising is an essential and lawful resource for the merchant to develop interest in his commodities and services. The accomplishment of commercial advertising relies on public assurance. Therefore, any practice which could harm the public assurance should not be permitted. The standards laid down in the code for commercial advertising on the All India Radio (AIR) should be taken as minimum standards of acceptability and would be liable to be reviewed from time to time regarding established rules of listeners' susceptibilities.

The under-mentioned code of conduct are laid down in an effort to build up and endorse healthy advertising practices in All India Radio. Responsibility for the observance of this code rests evenly upon the advertiser and the advertising agency.

All the people involved in advertising are strongly recommended to familiarize themselves with the legislation affecting advertising in India, in particular the under mentioned Acts and the Rules framed there under:

1. AIR / Doordarshan Code
2. Consumer Protection Act, 1986
3. Trade and Merchandise marks Act, 1958
4. Copyright Act, 1957
5. Pharmacy Act, 1948
6. Drugs and Cosmetics Act, 1940
7. Drugs Control Act, 1950
8. Drugs and Magic Remedies (Objectionable Advertisement) Act, 1954
9. Prevention of Food Adulteration Act, 1954
10. Prize Competition Act, 1955
11. Emblems and Names (Prevention of Improper Use) Act, 1950
12. Indecent Representation of Women (Prohibition) Act, 1986
13. Code of Ethics for advertisement in India issued by the Advertising Council of India
14. Code of standards in relation to the advertising of medicines and treatments
15. Standards of practice for Advertising Agencies

General Rules of Conduct in advertising are considered as 'the Code'.

These are:

1. Advertising shall be so designed as to conform to the laws of the country and should not offend against morality, decency and religious susceptibilities of the people.

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2. No advertisement shall be permitted which:
 - a) derides any race, caste, colour, creed and nationality;
 - b) is against any of the directive principles, or any other provision of the Constitution of India;
 - c) tends to incite people to crime, cause disorder or violence, or breach of law or glorifies violence or obscenity in any way;
 - d) presents criminality as desirable;
 - e) adversely affects friendly relations with foreign States;
 - f) exploits the national emblem, or any part of the constitution or the person or personality of a national leader or State Dignitary;
 - g) relates to or promote cigarettes and tobacco products, liquor, wines and other intoxicants;

3. No advertisement messages shall in any way be presented as News.

4. No advertisements shall be permitted the objects whereof are wholly or mainly of a religious or political natures; advertisement must not be directed towards any religious or political end or have any relation to any industrial dispute:

Proviso: “But advertisements in the form of spots and jingles on payment of prescribed fees, from Political parties or candidates or any other person shall be accepted only in respect of General Elections to Lok Sabha or the State Assemblies or the Local Bodies during the period when the model Code of Conduct is in force. Such advertisements shall be subject to pre-broadcast scrutiny by the Election Commission of India in respect of elections to Lok Sabha and the State Assemblies and State Election Commissions in the case of Local Bodies.”

Advertisements for services concerned with the following shall not be accepted:

1. Money lenders;
2. Chit Funds;
3. Saving schemes and lotteries other than those conducted by Central and State Government Organisations, Nationalised or recognised Banks and Public Sector Undertakings;
4. Unlicensed employment services;
5. Fortune tellers or soothsayers, etc. and those with claims of hypnotism;
6. Foreign goods and foreign banks;
7. Betting tips and guide books etc. relating to horse-racing or the other games of chance;

Advertisers should also keep in mind the following precautions:

- The items advertised shall not suffer from any defect or deficiency as mentioned in Consumer Protection Act, 1986.
- No advertisement shall contain references which are likely to lead the public to infer that the product advertised or any advertised or any of its ingredients has some special or miraculous or super-natural property or quality, which is difficult of being proved, e.g. cure for baldness, skin whitener, etc.
- No advertisement shall contain the words ‘Guarantee’ or ‘Guaranteed’ etc., unless the full terms of the guarantee are available for inspection by the Director General of the All India Radio, and are clearly set out in the advertisement and are made available to the purchaser in the writing at the point of sale or with the goods.
- Advertisement shall not contain disparaging or derogatory references to another product or service.
- No advertisement of any kind of jewellery (except artificial jewellery) or precious stones shall be accepted.
- Information to consumers on matters of weight, quality or prices of products, where given, shall be accurate and price comparisons or reductions must comply with relevant laws.

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No advertisement shall be accepted which violates All India Radio Broadcast Code. All India Radio Broadcast Code does not permit:

- (a) Criticism of friendly countries;
- (b) Attack on any religion or community;
- (c) Anything obscene or defamatory;
- (d) Incitement to violence or anything against maintenance of law and order;
- (e) Anything amounting to contempt of court;
- (f) Aspersions against the integrity of the President and Judiciary;
- (g) Anything affecting the integrity of the Nation; and
- (h) Criticism by name of any person.

Check Your Progress

7. What is the objective of code for commercial advertisements on AIR?
8. List some of the precautions that advertisers should keep in mind under All India Radio Broadcast Code.

6.5 ANSWERS TO CHECK YOUR PROGRESS QUESTIONS

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1. In India, advertising was pioneered by Dattaram and Company in the year 1905. They operated from an area called Girgaon near Mumbai. Two English advertising agencies, J Walter Thomson and D J Keymer, established the foundation of modern advertising in India. Some of the other pioneers in the Indian advertising industry were Marc Robinson, Ayaz Peerbhoy, Nuru Swaminathan, Subhas Ghosal, John Gaynor and Morois Mathias.

In the 1960s, extremely talented people such as Mohammed Khan, Arun Nanda and Ravi Gupta emerged on the advertising scene. During the 1960s and 1970s, brand building became an important objective for businesses. The campaigns of Amul and Wills (Made for Each Other) figured prominently during this period. New agencies such as R K Swamy, Rediffusion and Trikaya Grey were established during this period.

2. The ASCI is a not-for-profit organization with an aim at self-regulating content in advertising. ASCI's Code for Self-Regulation in Advertising specifies that all advertising should be truthful, honest, decent, legal and safe for customers, particularly minors and fair to the competition.
3. The Ad Club was established to bring agencies and advertisers together. These popular afternoon gatherings every month centred on training, made possible through prominent guest speakers holding forth on key topics. The Solus magazine became the voice of the Ad Club.
4. AdAsia is a full service Asian American advertising agency that helps brands and companies reach the country's almost 12 million Asian Americans. The ad agency helps build brands by delivering innovative creative that speaks to the contemporary, richly diverse Asian American market of today. Backed by this knowledge and commitment to innovation, AdAsia also helps Asian companies reach and penetrate the highly diverse mass US market, helping them identify opportunities and achieve growth on these shores.

Founded in 1997, AdAsia is included in AdAge's list of top ten multicultural advertising agencies in the country. It provides more than just advertising solutions to the clients. From research and brand consulting to public relations, sales promotions and e-solutions, the agency designs and implements ground-breaking, innovative integrated marketing communication programmes that generate results for its clients.

5. Most countries are presently democratic. In other words, they grant freedom of speech and expression to their citizens. This freedom could be exercised for participating in the political, social and cultural life of the nation or in its economic activities. Advertising requires the use of creative expression of

thought for persuading potential customers to buy a product or service that a business house is dealing in. So, there shouldn't have been any legal restrictions and restraints on advertising in democratic countries. But, that is scarcely true anywhere. In all democratic states, governments have put in place a regulatory regime for monitoring advertising.

6. In all democratic states, governments have put in place a regulatory regime for monitoring advertising. This is because of the following reasons:

- (i) To ensure that customers don't get duped by unscrupulous marketers: It has been observed that unless the state has provisions to penalize advertisers who give false information to lure customers to buy their products, people will have no legal remedy against such unscrupulous advertisers.
- (ii) To ensure that products and services considered harmful to society or a section of the society do not get wide publicity. In the absence of any advertising regulations, it would have been difficult for the state to control these activities.
- (iii) To ensure that advertisements do not adopt unethical means of representation of women and other vulnerable sections of the society to attract potential customers. To prevent such a gross misrepresentation of women as sex objects, we need to regulate advertising.
- (iv) To ensure that advertisements do not encourage superstition and orthodoxy or cash in on the superstitious nature of the masses. To curb such activities, the government has to have regulations for advertisers.
- (v) To ensure that advertising happens in a level field among competitors. Last of all, it is essential that competing businesses do not resort to running down each other's products or services to sell their own. So, there has to be regulation to check such a temptation among advertisers.

7. Commercial advertising is an essential and lawful resource for the merchant to develop interest in his commodities and services. The accomplishment of commercial advertising relies on public assurance. Therefore, any practice which could harm the public assurance should not be permitted. The standards laid down in the code for commercial advertising on the All India Radio (AIR) should be taken as minimum standards of acceptability and would be liable to be reviewed from time to time regarding established rules of listeners' susceptibilities.

The code of conduct is laid down in an effort to build up and endorse healthy advertising practices in All India Radio. Responsibility for the observance of this code rests evenly upon the advertiser and the advertising agency. All

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the people involved in advertising are strongly recommended to familiarize themselves with the legislation affecting advertising in India.

8. No advertisement shall be accepted which violates All India Radio Broadcast Code. All India Radio Broadcast Code does not permit:
- (a) Criticism of friendly countries;
 - (b) Attack on any religion or community;
 - (c) Anything obscene or defamatory;
 - (d) Incitement to violence or anything against maintenance of law and order;
 - (e) Anything amounting to contempt of court;
 - (f) Aspersion against the integrity of the President and Judiciary;
 - (g) Anything affecting the integrity of the Nation; and
 - (h) Criticism by name of any person.

6.6 SUMMARY

- In India, advertising was pioneered by Dattaram and Company in the year 1905. They operated from an area called Girgaon near Mumbai. At present, there are more than 40 advertising agencies in the country that handle more than 80 per cent of the entire advertising business.
- Two English advertising agencies, J Walter Thomson and D J Keymer, established the foundation of modern advertising in India. Some of the pioneers in the Indian advertising industry were Marc Robinson, Ayaz Peerbhoy, Nuru Swaminathan, Subhas Ghosal, John Gaynor and Morois Mathias.
- In the 1960s, extremely talented people such as Mohammed Khan, Arun Nanda and Ravi Gupta emerged on the advertising scene. The 1970s was a phase of consolidation in the Indian advertising business. The 1980s were the golden era of the advertising industry as the revenues really shot up.
- Over the years, advertising has undergone a sea change in India. In the pre-Independence era, the prominent advertisers were women's and men's goods, clothes, eating places and entertainment that were mainly meant for the Britishers. Now, the main advertisers are educational institutions, real estate, consumer durables and FMCGs.
- The Advertising Standards Council of India (ASCI) was set up in 1985 by a group of advertising and marketing professionals from the Indian Society of Advertisers, the Advertising Agencies Association of India and the Indian Newspapers Society.

- The board of governors of the ASCI appoints a Consumer Complaints Council (CCC) to look into complaints. The CCC receives about fifty complaints a year, of which half are upheld with a compliance rate of 80 per cent.
- The Ad Club was established to bring agencies and advertisers together. These popular afternoon gatherings every month centred on training, made possible through prominent guest speakers holding forth on key topics. The Solus magazine became the voice of the Ad Club.
- The Ad Club is also involved in a number of activities. Over the years, it has become a catalyst in developing the industry by organizing seminars, workshops and events for professionals and students to interact.
- From research and brand consulting to public relations, sales promotions and e-solutions, AdAsia designs and implements ground-breaking, innovative integrated marketing communication programmes that generate results for its clients.
- Advertising requires the use of creative expression of thought for persuading potential customers to buy a product or service that a business house is dealing in. So, there shouldn't have been any legal restrictions and restraints on advertising in democratic countries. But, that is scarcely true anywhere.
- In all democratic states, governments have put in place a regulatory regime for monitoring advertising.
- It has been observed that unless the state has provisions to penalize advertisers who give false information to lure customers to buy their products, people will have no legal remedy against such unscrupulous advertisers.
- In many countries of the world prostitution is banned. So is cigarette smoking in public places. Similarly, drinking is discouraged by the government in India. Therefore, ads that publicize these products and services are banned in India.
- In developing countries like India, where many people are illiterate and steeped in religious orthodoxy and superstition, advertisers tend to sell their wares by appealing to their superstitious bent of mind.
- It is essential that competing businesses do not resort to running down each other's products or services to sell their own. So, there has to be regulation to check such a temptation among advertisers.
- Commercial advertising is an essential and lawful resource for the merchant to develop interest in his commodities and services. The accomplishment of commercial advertising relies on public assurance.

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- The standards laid down in the code for commercial advertising on the All India Radio (AIR) should be taken as minimum standards of acceptability and would be liable to be reviewed from time to time regarding established rules of listeners' susceptibilities.
- All the people involved in advertising are strongly recommended to familiarize themselves with the legislation affecting advertising in India.
- Advertising shall be so designed as to conform to the laws of the country and should not offend against morality, decency and religious susceptibilities of the people.
- No advertisement shall contain the words 'Guarantee' or 'Guaranteed' etc., unless the full terms of the guarantee are available for inspection by the Director General of the All India Radio, and are clearly set out in the advertisement and are made available to the purchaser in the writing at the point of sale or with the goods.

6.7 KEY WORDS

- **The ASCI:** The Advertising Standards Council of India (ASCI) is a self-regulatory voluntary organization of the advertising industry in India. It is a non-Government body. ASCI is committed to the cause of self-regulation in advertising ensuring the protection of the interest of consumers.
- **AdAge:** It is the leading global source of news, intelligence and conversation for marketing and media communities.
- **All India Radio (AIR):** Officially known since 1956 as *Akash Vani* is the national public radio broadcaster of India.
- **The Consumer Protection Act, 1986:** This is an Act of the Parliament of India enacted in 1986 to protect the interests of consumers in India. It makes provision for the establishment of consumer councils and other authorities for the settlement of consumers' disputes and for matters connected therewith also.

6.8 SELF ASSESSMENT QUESTIONS AND EXERCISES

Short Answer Questions

1. What is the current scenario of advertising in India?
2. Briefly mention the contribution of English advertising agencies which played a key role on advertising industry in India.
3. When was the Advertising Standards Council of India set up?

4. How has Ad Club become a catalyst in developing the advertising industry?
5. Write a short note on Acts and the Rules framed to ensure advertising practices on AIR.

*Professional
Organizations and
Code in Advertising*

Long Answer Questions

1. Discuss the evolution of various agencies in the advertising industry.
2. Analyse the role of professional organizations in advertising industry in India.
3. Discuss the significance of General Rules of Conduct in advertising in India.

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6.9 FURTHER READINGS

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UNIT 7 ADVERTISING CODES

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Structure

- 7.0 Introduction
- 7.1 Objectives
- 7.2 Code of Commercial Advertising on Doordarshan
 - 7.2.1 Code of Advertising Ethics
- 7.3 Code of Advertising Practice of the Advertising Standard Council of India (ASCI)
 - 7.3.1 Self-Regulation and the Establishment of ASCI
 - 7.3.2 Do's and Don'ts for the Advertising Industry
- 7.4 Answers to Check Your Progress Questions
- 7.5 Summary
- 7.6 Key Words
- 7.7 Self Assessment Questions and Exercises
- 7.8 Further Readings

7.0 INTRODUCTION

Even as advertising industry has grown tremendously in India, especially after economic liberalization, there came the need for regulating the industry for the larger public interest. All India Radio (AIR) and Doordarshan, the two wings of Prasar Bharati, India's largest public broadcasting agency, brought in Code (general rules of conduct) to ensure that advertisements shouldn't offend the cultural, moral, social and religious feelings of the people. The main objective of the Code is to bar such advertisements which look offending and may create disharmony among the people. In addition to various directives for advertisers on television (DD), the Code for Commercial Advertising on Doordarshan integrates the provisions of the Indecent Representation of Women (Prohibition) Act, 1986 and the Consumer Protection Act, 1986. No advertisement should be displayed which is derogatory and disrespectful to women. The Code also bars any advertisement which could unjustifiably influence children and other vulnerable sections in the society.

Despite rules and regulations, there emerge reports of unethical advertisement. However, it is heartening to know that advertising professionals in India have reacted to this unscrupulous approach by setting up self-regulatory bodies. In April 1982, Ad Club of India appointed a committee and brought in a regulatory code to ensure that the consumers are protected against bogus advertising. This was followed by the setting up of Advertising Standards Council of India (ASCI). After amending the Cable Television Networks (Amendment) Rules, 2006, the ASCI Code was made compulsory for TV advertisements.

This unit aims at analysing the provisions of Codes for advertising by public service broadcasting organization, Doordarshan and non-statutory tribunal, the Advertising Standards Council of India (ASCI).

7.1 OBJECTIVES

After going through this unit, you will be able to:

- Discuss code of commercial advertising on Doordarshan
- Learn the code of advertising ethics developed by INS
- Analyse the advertising regulations in India
- Examine the code of advertising practices established by the Advertising Standards Council of India (ASCI)

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7.2 CODE OF COMMERCIAL ADVERTISING ON DOORDARSHAN

The Prasar Bharati Corporation consists of two wings: All India Radio (AIR) and Doordarshan. Advertisements were initiated on Doordarshan in 1976. Doordarshan has served as a valuable tool for advertisers to introduce and promote their merchandise and services. As a public service broadcasting organisation, Doordarshan has a duty to make certain that the advertisements either in terms of contents, tone or treatment, do not mislead the viewers, as well as, the consumers or are not repugnant to good taste.

General Rules of Conduct for advertising pre-arranged for Doordarshan are measured as the general constraint for every form of television broadcasting. First and foremost, the advertising shall be so designed as to be conventional to the laws of the country and shall not offend the morality, decency and the religious susceptibilities of the people.

Further, the Code particularly bars advertisements, which

- (i) Derides any race, caste, colour, creed and nationality;
- (ii) Is against any of the directive principles, or any other provision of the Constitution of India;
- (iii) Tends to incite people to crime, cause disorder or violence, or breach of law or glorifies violence or obscenity in any way;
- (iv) Presents criminality as desirable;
- (v) Adversely affects friendly relations with foreign States;
- (vi) Exploits the national emblem, or any part of the constitution or the person or personality of a national leader or State dignitary;
- (vii) Relates to or promote cigarettes and tobacco products, liquor, wines and other intoxicants;
- (viii) In its depiction of women violates the Constitutional guarantees given to all citizens such as equality of status, opportunity and dignity of the individual.

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As per the Code for Commercial Advertising on Doordarshan, which was presented to the Parliament in May 1987, Doordarshan follows precise provisions on advertising. The Code for Commercial Advertising on Doordarshan includes various directives for advertisers on television (DD) and integrates the provisions of the Indecent Representation of Women (Prohibition) Act, 1986 and the Consumer Protection Act, 1986.

The Code declares that any advertisement unjustifiably influencing children will not be accepted. Other types of advertising to be rejected include the advertisements:

- (a) That suggest, in any way, that unless the children themselves buy or persuade others to buy the products or services, they will be failing in their duty or lacking in loyalty to any person or organisation;
- (b) That leads the children to believe that if they do not own or use the product they will be inferior to other children or that they will be condemned for not owning or using it.

The provisions on women specify that no advertisement shall be permitted which:

- (a) Projects derogatory image of women;
- (b) Portrays them in a manner that emphasises passive and submissive qualities and encourages them to play a submissive role in the society;
- (c) Encourages mutual disrespect between the sexes; and
- (d) Does not ensure the portrayal of women in tasteful and aesthetic standard and is not within the established norms of good taste and decency.

7.2.1 Code of Advertising Ethics

However, regardless of the all-inclusive Rules and Regulations as also defined Codes for examination of unethical advertising, the deceitful advertisers cheat the consumers and general public time and again.

Such problems have led the advertising professionals all over the world to commit themselves to the idea of self-directive. Advertising professionals in India have also reacted to unscrupulous approach of deceitful advertising. The Ad Club of India in April 1982 appointed a committee to originate a regulatory code for the advertising profession and the media. This Code was, on the whole, constituted to make certain that the consumers are protected against bogus advertising and that usually accepted standards of ethics are upheld. Consequently, the Advertising Standards Council of India (ASCI) was established to crack down on deceptive and unscrupulous advertisements.

The membership of ASCI is put into four categories, i.e., advertisers, the press, advertising agencies and allied professions. In this regard, it should, nevertheless, be noted that number of members is unusually low in comparison to the extensive range of membership.

An autonomous body called the Indian Newspaper Society (INS), comprising of newspapers and magazines as members, has also developed a Code of Advertising Ethics. This Code is pursued by its member publications. Consumer Education Research Centre (CERC) is another organisation which is also providing a laudable service in spreading awareness amongst the consumers against unscrupulous and deceptive advertising and also contesting the cases against erring advertisers. Some usual recent Indian advertisements have created flickers among the consumers and few wrongdoers have been hauled up also.

Many of these advertisements have been found to be objectionable by the law enforcing authorities, which had to be withdrawn. On the other hand, many of them have been allowed bearing in mind the logic and reasonableness behind the creative strategies

Misleading advertisements generally make claims which can be normally categorized as puffery claims, data based claims and testimonial claims. Though puffery claims are made without implying scientific bases for it, data based claims suggest that a test or study or some kind of scientific effort has been made to produce the basis for the claim.

Check Your Progress

1. Why has Doordarshan introduced General Rules of Conduct for advertising?
2. List the advertisements which are barred by Doordarshan?

7.3 CODE OF ADVERTISING PRACTICE OF THE ADVERTISING STANDARD COUNCIL OF INDIA (ASCI)

Post-liberalization of the Indian economy, the business and industry have been released from all restrictive rules and regulations. As a result, business organizations are growing both laterally and vertically. This phenomenal growth of business and industry has resulted in greater competition and greater ad spends. As per the recent FICCI report, the growth of advertising in India is matched only by the cumulative annual growth rate of the entertainment and media industry. To ensure that this industry does not grow in a manner prejudicial to the interests of the common man, it is important that it follow certain regulations.

Advertising regulations in India draw their sustenance from Article 19(1)(a) of the Indian Constitution which guarantees to all Indian citizens the right to freedom of expression, though under certain reasonable restrictions, to ensure that this freedom does not become the nightmare of other citizens and the nation as a whole. These restrictions are applicable to all forms of public expression, including commercial. As no law in India can contravene the provisions of the Constitution, the advertising

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regulations too have been drawn within the framework of the reasonable restrictions on freedom of expression mentioned in the Constitution.

There is no particular legislation on the Indian statute book that addresses the issue of regulating advertising in India comprehensively. The legal provisions that impinge on advertising in India are contained in various Acts that have come into being at various points of time, many of them dating back to the pre-Independence era. Given below are the Acts which contain provisions regulating advertising in India:

1. Restriction on obscene publications or the advertisement of a lottery under the Indian Penal Code, 1860.
2. Prohibition of Harmful publication under the Young Persons (Harmful Publications) Act, 1956.
3. Ban on the indecent representation of women under the Indecent Representation of Women (Prohibition) Act, 1986.
4. Ban on the use of a report of a test or analysis for advertising any drug or cosmetic under the Drugs and Cosmetics Act, 1940.
5. Ban against inviting transplantation of organs under the Transplantation of Human Organs Act, 1994.
6. Ban against the advertisement of magical remedies of diseases and disorders under Drugs and Magical Remedies (Objectionable Advertisements) Act, 1954.
7. Prohibition of advertisements relating to prenatal determination of sex under the Prenatal Diagnostic Techniques (Regulation and Prevention of Misuse) Act, 1994.
8. Ban on advertisements of cigarettes and other tobacco products under the Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003.
9. Restriction on publication of any political advertisement forty hours prior to polling time under the Representation of People Act, 1951.

In the absence of a single comprehensive legislation, there has been a lot of confusion in the advertising industry in regard to the regulations governing it. Besides, the legal process in India has been very tardy. Getting dragged into a legal tangle implies wastage of time and money over an extremely long period of time. Such legal bottlenecks stalled the growth of the industry.

7.3.1 Self-Regulation and the Establishment of Ascii

To overcome this bottleneck, the industry thought of self-regulating itself. So, in 1985, a self-regulatory mechanism of ensuring ethical advertising practices was established in the form of the Advertising Standards Council of India (ASCI), a non-statutory tribunal. The ASCI is a voluntary self-regulation council, registered as a not-for-profit company under section 25 of the Indian Companies Act 1956.

The sponsors of the ASCI, who are its principal members, are firms of considerable repute within the industry in India, and comprise advertisers, media, advertising agencies and other professional/ancillary services connected with advertising practice. The ASCI is not a government body, nor does it formulate rules for the public or the relevant industries.

In August 2006, the ASCI Code was made compulsory for TV advertisements by amending the Cable Television Networks (Amendment) Rules, 2006: 'No advertisement which violates the Code for Self-Regulation in Advertising, as adopted by the ASCI, Mumbai from public exhibition in India, from time to time, shall be carried in the cable service.' This recognition from the government has given more teeth to the ASCI than it enjoyed as a self-regulatory industry body.

7.3.2 Do's and Don'ts for the Advertising Industry

Divided into 4 chapters, the code lists the following dos and don'ts for the advertising industry:

1. Advertisements must be truthful. All descriptions, claims and comparisons which relate to matters of objectively ascertainable fact should be capable of substantiation. Advertisers and advertising agencies are required to produce such substantiation as and when called upon to do so by the ASCI.
2. Where advertising claims are expressly stated to be based on or supported by independent research or assessment, the source and date of this should be indicated in the advertisement.
3. Advertisements shall not, without permission from the person, firm or institution under reference, contain any reference to such person, firm or institution which confers an unjustified advantage on the product advertised or tends to bring the person, firm or institution into ridicule or disrepute. If and when required to do so by the ASCI, the advertiser and the advertising agency shall produce explicit permission from the person, firm or institution to which reference is made in the advertisement.
4. Advertisements shall neither distort facts nor mislead the consumer by means of implications or omissions. Advertisements shall not contain statements or visual presentation which directly or by implication or by omission or by ambiguity or by exaggeration are likely to mislead the consumer about the product advertised or the advertiser or about any other product or advertiser.
5. Advertisements shall not be so framed as to abuse the trust of consumers or exploit their lack of experience or knowledge. No advertisement shall be permitted to contain any claim so exaggerated as to lead to grave or widespread disappointment in the minds of consumers.

For example:

- a. Products shall not be described as 'free' where there is any direct cost to the consumer other than the actual cost of any delivery, freight

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- or postage. Where such costs are payable by the consumer, a clear statement that this is the case shall be made in the advertisement.
- b. Where a claim is made that if one product is purchased another product will be provided 'free', the advertiser is required to show, as and when called upon by the ASCI, that the price paid by the consumer for the product which is offered for purchase with the advertised incentive is no more than the prevalent price of the product without the advertised incentive.
 - c. Claims which use expressions such as 'Up to five years' guarantee' or 'Prices from as low as Rs. Y' are not acceptable if there is a likelihood of the consumer being misled either as to the extent of the availability or as to the applicability of the benefits offered.
 - d. Special care and restraint has to be exercised in advertisements addressed to those suffering from weakness, any real or perceived inadequacy of any physical attributes, such as height or bust development, obesity, illness, impotence, infertility and baldness, to ensure that claims or representations directly or by implication, do not exceed what is considered prudent by generally accepted standards of medical practice and the actual efficacy of the product.
 - e. Advertisements inviting the public to invest money shall not contain statements which may mislead the consumer in respect of the security offered, rates of return or terms of amortization; where any of the foregoing elements are contingent upon the continuance of or change in existing conditions, or any other assumptions, such conditions or assumptions must be clearly indicated in the advertisement.
 - f. Advertisements inviting the public to take part in lotteries or prize competitions permitted under law or which hold out the prospect of gifts shall state clearly all material conditions as to enable the consumer to obtain a true and fair view of their prospects in such activities. Further, such advertisers shall make adequate provisions for the judging of such competitions, announcement of the results and the fair distribution of prizes or gifts according to the advertised terms and conditions within a reasonable period of time. With regard to the announcement of results, it is clarified that the advertiser's responsibility under this section of the Code is discharged adequately if the advertiser publicizes the main results in the media used to announce the competition as far as is practicable, and advises the individual winners by post.
6. Obvious untruths or exaggerations intended to amuse or to catch the eye of the consumer are permissible, provided they are clearly to be seen as humorous or hyperbolic and not likely to be understood as making literal or misleading claims for the advertised product.

7. In mass manufacturing and distribution of goods and services it is possible that there will be an occasional, unintentional lapse in the fulfilment of an advertised promise or claim. Such occasional, unintentional lapses may not invalidate the advertisement in terms of this Code.

In judging such issues, due regard shall be given to the following:

- a. Whether the claim or promise is capable of fulfilment by a typical specimen of the product advertised.
 - b. Whether the proportion of product failures is within generally acceptable limits.
 - c. Whether the advertiser has taken prompt action to make good the deficiency to the consumer.
8. To ensure that advertisements are not offensive to generally accepted standards of public decency. Advertisements should contain nothing indecent, vulgar or repulsive which is likely, in the light of generally prevailing standards of decency and propriety, to cause grave or widespread offence.
9. To safeguard against the indiscriminate use of advertising in situations or of the promotion of products which are regarded as hazardous or harmful to society or to individuals, particularly minors, to a degree or of a type which is unacceptable to society at large.
- i. No advertisement shall be permitted which:
 - a. Tends to incite people to crime or to promote disorder and violence or intolerance.
 - b. Derides any race, caste, colour, creed or nationality.
 - c. Presents criminality as desirable or directly or indirectly encourages people—particularly minors—to emulate it or conveys the modus operandi of any crime.
 - d. Adversely affects friendly relations with a foreign state.
 - ii. Advertisements addressed to minors shall not contain anything, whether in illustration or otherwise, which might result in their physical, mental or moral harm or which exploits their vulnerability. For example, advertisements:
 - a. Should not encourage minors to enter strange places or to converse with strangers in an effort to collect coupons, wrappers, labels or the like
 - b. Should not feature dangerous or hazardous acts which are likely to encourage minors to emulate such acts in a manner which could cause harm or injury.
 - c. Should not show minors using or playing with matches or any inflammable or explosive substance; or playing with or using sharp knives, guns or mechanical or electrical appliances, the careless

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- use of which could lead to their suffering cuts, burns, shocks or other injury.
- d. Should not feature minors for tobacco or alcohol-based products.
 - e. Should not feature personalities from the field of sports, music and cinema for products which, by law, either require a health warning in their advertising or cannot be purchased by minors.
- iii. Advertisements shall not, without justifiable reason, show or refer to dangerous practices or manifest a disregard for safety or encourage negligence.
 - iv. Advertisements should contain nothing which is in breach of the law or omit anything which the law requires.
 - v. Advertisements shall not propagate products, the use of which is banned under the law.
 - vi. Advertisements for products whose advertising is prohibited or restricted by law or by this code must not circumvent such restrictions by purporting to be advertisements for other products the advertising of which is not prohibited or restricted by law or by this code. In judging if any particular advertisement is an indirect advertisement for product whose advertising is restricted or prohibited, due attention shall be paid to the following:
 - a. Visual content of the advertisement must depict only the product being advertised and not the prohibited or restricted product in any form or manner.
 - b. The advertisement must not make any direct or indirect reference to the prohibited or restricted products.
 - c. The advertisement must not create any nuances or phrases promoting prohibited products.
 - d. The advertisement must not use particular colours and layout or presentations associated with prohibited or restricted products
 - e. The advertisement must not use situations typical for promotion of prohibited or restricted products when advertising the other products
10. To ensure that advertisements observe fairness in competition such that the consumer's need to be informed on choice in the marketplace and the canons of generally accepted competitive behaviour in business are both served.
- i. Advertisements containing comparisons with other manufacturers or suppliers or with other products including those where a competitor is named, are permissible in the interests of vigorous competition and public enlightenment, provided:
 - a. It is clear what aspects of the advertiser's product are being compared with what aspects of the competitor's product.

- b. The subject matter of comparison is not chosen in such a way as to confer an artificial advantage upon the advertiser or so as to suggest that a better bargain is offered than is truly the case.
 - c. The comparisons are factual, accurate and capable of substantiation.
 - d. There is no likelihood of the consumer being misled as a result of the comparison, whether about the product advertised or that with which it is compared.
 - e. The advertisement does not unfairly denigrate, attack or discredit other products, advertisers or advertisements directly or by implication.
- ii. Advertisements shall not make unjustifiable use of the name or initials of any other firm, company or institution, nor take unfair advantage of the goodwill attached to the trade mark or symbol of another firm or its product or the goodwill acquired by its advertising campaign.
 - iii. Advertisements shall not be similar to any other advertiser's earlier run advertisements in general layout, copy, slogans, visual presentations, music or sound effects, so as to suggest plagiarism.
 - iv. As regards matters covered by sections 2 and 3 above, complaints of plagiarism of advertisements released earlier abroad will lie outside the scope of this Code except in the under-mentioned circumstances:
 - a. The complaint is lodged within 12 months of the first general circulation of the advertisements/campaign complained against.
 - b. The complainant provides substantiation regarding the claim of prior invention/usage abroad.

Under the ASCI code, complaints against the advertisements can be made by any person who considers them to be false, misleading, offensive or unfair. Complaints can be received from the general public including government officials, consumer groups, etc., complaints from one advertiser against another and even *suo moto* complaints from the member of the ASCI board, Consumer Complaints Council (CCC) or the Secretariat. The complaints are evaluated by an independent Consumer Complaints Council (CCC) within a period of 4 to 6 weeks of the reply given by the party against whom the complaint has been lodged.

Check Your Progress

3. Which are the important Acts which contain provisions regulating advertising in India?
4. Why was the Advertising Standards Council of India (ASCI) established?
5. List some do's and don'ts for the advertising industry as envisaged in the ASCI.
6. How can complaint against the advertisement be made under the ASCI code?

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7.4 ANSWERS TO CHECK YOUR PROGRESS QUESTIONS

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1. Doordarshan has served as a valuable tool for advertisers to introduce and promote their merchandise and services. As a public service broadcasting organisation, Doordarshan has a duty to make certain that the advertisements either in terms of contents, tone or treatment, do not mislead the viewers, as well as, the consumers or are not repugnant to good taste.

General Rules of Conduct for advertising pre-arranged for Doordarshan are measured as the general constraint for every form of television broadcasting. First and foremost, the advertising shall be so designed as to be conventional to the laws of the country and shall not offend the morality, decency and the religious susceptibilities of the people.

2. The Code for Commercial Advertising on Doordarshan bars advertisements, which:
 - (i) Derides any race, caste, colour, creed and nationality;
 - (ii) Is against any of the directive principles, or any other provision of the Constitution of India;
 - (iii) Tends to incite people to crime, cause disorder or violence, or breach of law or glorifies violence or obscenity in any way;
 - (iv) Presents criminality as desirable;
 - (v) Adversely affects friendly relations with foreign States;
 - (vi) Exploits the national emblem, or any part of the constitution or the person or personality of a national leader or State dignitary;
 - (vii) Relates to or promote cigarettes and tobacco products, liquor, wines and other intoxicants;
 - (viii) In its depiction of women violates the Constitutional guarantees given to all citizens such as equality of status, opportunity and dignity of the individual
3. Given below are some of the Acts which contain provisions regulating advertising in India:
 - i. Restriction on obscene publications or the advertisement of a lottery under the Indian Penal Code, 1860.
 - ii. Prohibition of Harmful publication under the Young Persons (Harmful Publications) Act, 1956.
 - iii. Ban on the indecent representation of women under the Indecent Representation of Women (Prohibition) Act, 1986.

- iv. Ban on the use of a report of a test or analysis for advertising any drug or cosmetic under the Drugs and Cosmetics Act, 1940.
 - v. Ban against inviting transplantation of organs under the Transplantation of Human Organs Act, 1994.
 - vi. Ban against the advertisement of magical remedies of diseases and disorders under Drugs and Magical Remedies (Objectionable Advertisements) Act, 1954.
 - vii. Prohibition of advertisements relating to prenatal determination of sex under the Prenatal Diagnostic Techniques (Regulation and Prevention of Misuse) Act, 1994.
4. To overcome the bottleneck arising out of misleading advertisement, the industry thought of self-regulating itself. So, in 1985, a self-regulatory mechanism of ensuring ethical advertising practices was established in the form of the Advertising Standards Council of India (ASCI), a non-statutory tribunal. The ASCI is a voluntary self-regulation council, registered as a not-for-profit company under section 25 of the Indian Companies Act 1956. The sponsors of the ASCI, who are its principal members, are firms of considerable repute within the industry in India, and comprise advertisers, media, advertising agencies and other professional/ancillary services connected with advertising practice. The ASCI is not a government body, nor does it formulate rules for the public or the relevant industries.
5. The Code of ASCI lists many do's and don'ts for the advertising industry. Some of these are:
- i. Advertisements must be truthful. All descriptions, claims and comparisons which relate to matters of objectively ascertainable fact should be capable of substantiation. Advertisers and advertising agencies are required to produce such substantiation as and when called upon to do so by the ASCI.
 - ii. Where advertising claims are expressly stated to be based on or supported by independent research or assessment, the source and date of this should be indicated in the advertisement.
 - iii. Advertisements shall not, without permission from the person, firm or institution under reference, contain any reference to such person, firm or institution which confers an unjustified advantage on the product advertised or tends to bring the person, firm or institution into ridicule or disrepute.
 - iv. Advertisements shall neither distort facts nor mislead the consumer by means of implications or omissions. Advertisements shall not contain statements or visual presentation which directly or by implication or

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by omission or by ambiguity or by exaggeration are likely to mislead the consumer about the product advertised or the advertiser or about any other product or advertiser.

- v. Advertisements shall not be so framed as to abuse the trust of consumers or exploit their lack of experience or knowledge. No advertisement shall be permitted to contain any claim so exaggerated as to lead to grave or widespread disappointment in the minds of consumers.
6. Under the ASCI code, complaints against the advertisements can be made by any person who considers them to be false, misleading, offensive or unfair. Complaints can be received from the general public including government officials, consumer groups, etc., complaints from one advertiser against another and even suo moto complaints from the member of the ASCI board, Consumer Complaints Council (CCC) or the Secretariat. The complaints are evaluated by an independent Consumer Complaints Council (CCC) within a period of 4 to 6 weeks of the reply given by the party against whom the complaint has been lodged.

7.5 SUMMARY

- As a public service broadcasting organisation, Doordarshan has a duty to make certain that the advertisements either in terms of contents, tone or treatment, do not mislead the viewers, as well as, the consumers or are not repugnant to good taste.
- First and foremost, the advertising shall be so designed as to be conventional to the laws of the country and shall not offend the morality, decency and the religious susceptibilities of the people.
- The Code for Commercial Advertising on Doordarshan includes various directives for advertisers on television (DD) and integrates the provisions of the Indecent Representation of Women (Prohibition) Act, 1986 and the Consumer Protection Act, 1986.
- Regardless of the all-inclusive Rules and Regulations as also defined Codes for examination of unethical advertising, the deceitful advertisers cheat the consumers and general public time and again.
- The Ad Club of India in April 1982 appointed a committee to originate a regulatory code for the advertising profession and the media. This Code was, on the whole, constituted to make certain that the consumers are protected against bogus advertising and that usually accepted standards of ethics are upheld.

- The membership of ASCI is put into four categories, i.e., advertisers, the press, advertising agencies and allied professions. In this regard, it should, nevertheless, be noted that number of members is unusually low in comparison to the extensive range of membership.
- An autonomous body called the Indian Newspaper Society (INS), comprising of newspapers and magazines as members, has also developed a Code of Advertising Ethics. This Code is pursued by its member publications
- Misleading advertisements generally make claims which can be normally categorized as puffery claims, data based claims and testimonial claims.
- As per the recent FICCI report, the growth of advertising in India is matched only by the cumulative annual growth rate of the entertainment and media industry. To ensure that this industry does not grow in a manner prejudicial to the interests of the common man, it is important that it follow certain regulations.
- As no law in India can contravene the provisions of the Constitution, the advertising regulations too have been drawn within the framework of the reasonable restrictions on freedom of expression mentioned in the Constitution.
- There is no particular legislation on the Indian statute book that addresses the issue of regulating advertising in India comprehensively. The legal provisions that impinge on advertising in India are contained in various Acts that have come into being at various points of time, many of them dating back to the pre-Independence era.
- In the absence of a single comprehensive legislation, there has been a lot of confusion in the advertising industry in regard to the regulations governing it. Besides, the legal process in India has been very tardy.
- In 1985, a self-regulatory mechanism of ensuring ethical advertising practices was established in the form of the Advertising Standards Council of India (ASCI), a non-statutory tribunal.
- The sponsors of the ASCI, who are its principal members, are firms of considerable repute within the industry in India, and comprise advertisers, media, advertising agencies and other professional/ancillary services connected with advertising practice. The ASCI is not a government body, nor does it formulate rules for the public or the relevant industries.
- In August 2006, the ASCI Code was made compulsory for TV advertisements by amending the Cable Television Networks (Amendment) Rules, 2006.

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- Advertisements must be truthful. All descriptions, claims and comparisons which relate to matters of objectively ascertainable fact should be capable of substantiation. Advertisers and advertising agencies are required to produce such substantiation as and when called upon to do so by the ASCI.
- Where advertising claims are expressly stated to be based on or supported by independent research or assessment, the source and date of this should be indicated in the advertisement.
- Products shall not be described as ‘free’ where there is any direct cost to the consumer other than the actual cost of any delivery, freight or postage. Where such costs are payable by the consumer, a clear statement that this is the case shall be made in the advertisement.
- Advertisements addressed to minors shall not contain anything, whether in illustration or otherwise, which might result in their physical, mental or moral harm or which exploits their vulnerability.
- Advertisements should contain nothing which is in breach of the law or omit anything which the law requires.
- Under the ASCI code, complaints against the advertisements can be made by any person who considers them to be false, misleading, offensive or unfair.
- The complaints are evaluated by an independent Consumer Complaints Council (CCC) within a period of 4 to 6 weeks of the reply given by the party against whom the complaint has been lodged.

7.6 KEY WORDS

- **Doordarshan:** It is an autonomous public service broadcaster founded by the Government of India, owned by the Broadcasting Ministry of India and one of Prasar Bharati’s two divisions.
- **INS:** The Indian Newspaper Society (INS) acts as the central organization of the Press of India, an independent body authenticating circulation figures of newspapers and periodicals in India.
- **Consumer Education and Research Centre (CERC):** This is the leading consumer rights organisation in India.
- **The Advertising Standards Council of India (ASCI):** Established in 1985, it is a self-regulatory voluntary organization of the advertising industry in India.
- **Article 19(1)(a):** In India under Article 19(1)(a) of the Constitution of India, “all citizens shall have the right to freedom of speech and expression”.

- **Young Persons (Harmful Publications) Act 1955:** It is an Act to prevent the dissemination of certain pictorial publications harmful to young persons.
- **The Indian Penal Code, 1860:** India, for penal laws, follows the Indian Penal Code, 1860.
- **The Representation of the People Act, 1951:** This is an Act of Parliament of India to provide for the conduct of election of the Houses of Parliament and to the House or Houses of the Legislature of each State,
- **The Companies Act, 1956:** In India, the Companies Act, 1956, is the most important piece of legislation that empowers the Central Government to regulate the formation, financing, functioning and winding up of companies. The Act contains the mechanism regarding organizational, financial, and managerial, all the relevant aspects of a company.
- **Visual content:** This is mainly used to create visual cues that complement the information or message you are trying to present. The idea is to make the information easier to understand and digest.
- **Consumer Complaints Council (CCC):** It is one of the important wings under the ASCI board.

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7.7 SELF ASSESSMENT QUESTIONS AND EXERCISES

Short Answer Questions

1. What is the role of Doordarshan in debarring the mischievous advertisement?
2. Briefly mention the contribution of professional advertisers in containing the misleading advertisements.
3. Write in brief about the role of some organizations in developing Code of Advertising Ethics.
4. Mention the impact of advertising regulations in India in advertising industry.
5. What are the main provisions of the ASCI Code in advertising industry?

Long Answer Questions

1. Discuss the role of India's public service broadcaster in regulating advertisements.
2. Analyse the various provisions on women and children under the Code for Commercial Advertising on Doordarshan.
3. Discuss the main objective of self-regulation behind the establishment of ASCI.

7.8 FURTHER READINGS

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UNIT 8 OVERVIEW OF PUBLIC RELATIONS AND PUBLICITY

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Structure

- 8.0 Introduction
- 8.1 Objectives
- 8.2 Need of a Good Public Relations
 - 8.2.1 Definitions of Public Relations
 - 8.2.2 Status of Public Relations
- 8.3 Decoding the Concepts of Public Relations, Publicity, Propaganda and Public Opinion
- 8.4 Answers to Check Your Progress Questions
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- 8.7 Self Assessment Questions and Exercises
- 8.8 Further Readings

8.0 INTRODUCTION

Today, the significance of public relations can be gauged from the fact that it determines the success or failure of both the private and the government-funded organizations. If an organization wants to achieve its goals and objectives, it must have good relations with people and that is possible when it keeps its channels of communication open to the people. Many a times, the absence of this relationship creates misunderstanding among the targeted group or people and this leads to failure of various programmes. To ensure the flow of communication, organizations hire professionals who are called public relations officers. They are responsible for disseminating the information at the most opportune time so that organization could reach to the people and achieve the targeted goals. In democratic countries public relations departments act as a go between the organizations and the people at large. Thanks to modern methods of communication and persuasion, the status of public relations is growing immensely. Organizations are looking for those who are adept in the art of public relations.

Unlike public relations, publicity is the outcome of the public relations campaigns which are regularly launched in the market through the mass media. Basically, publicity is news coverage of a company, its product, service, in various media. The main objective is attract public interest.

This unit introduces you to the concepts of public relations and publicity which organizations use to broaden their outreach among their targeted groups or people.

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8.1 OBJECTIVES

After going through this unit, you will be able to:

- Discuss the meaning and definitions of public relations
- Learn the role and scope of public relations
- Analyse the significance of publicity
- Examine differences between public relations and publicity

8.2 NEED OF A GOOD PUBLIC RELATIONS

Modern organizations are a far cry from the sole proprietorships of the past. They employ a number of people and have to interact with an equally great number of people to achieve their organizational goals. People differ not only in their temperaments but also in their aspirations. Besides, as times change, the aspirations of people also change. Sometimes a change can be brought about by the opening up of new opportunities too. Technology and government regulations keep on changing the environment in which people change. These changes open up new opportunities which every individual wants to seize for his/her advancement. In order that an organization may achieve its goals and objectives, it must build good relations with people. For this, it needs to keep the channels of communication with them open so that any misunderstanding can be removed at the earliest. The professionals who look after this important aspect of an organization's activities are called public relations officers. And the work performed by these professionals is referred to as public relations.

Good public relations determine the success or failure of an organisation. Recent case in point is the Tata Nano project at Singur in West Bengal. The Tatas had acquired the land through the West Bengal government and were in the process of setting up the production facilities for Nano, India's smallest car but because the company did not take the public of Singur into confidence, they agitated against this project. Political parties opposed to the CPM Government also jumped in. They offered support to the people in their agitation. Eventually, the Tatas had to wind up the project. They shifted their project to Gujarat. Their failure to setup the Nano factory at Singur is a classic case of failure of public relations. Not only did the company fail to take the people of Singur into the confidence but it could also not prevent political parties from jumping into the agitation. The case of Tata Nano project clearly issues that modern organisations must have a very effective public relations department to keep satisfied the people related to the organisation.

What is true for a private sector organisation is equally true for public sector organisations and government departments when the family planning programme was lost vigorously by the then congress government in 1976, it created strong

resentment against the government. As a result, the congress party lost the next general elections of 1977 for the first time in the history of independent India. The failure of family planning programme was partly due to the failure of public relations department of the then government of India. It could not convince the people about the urgency of family planning for an over populated and poor country like India.

Therefore, public relations department have to keep track of the changing moods of people. They must be sensitive to any swings in public opinion. Also, they must take immediate action in cases where they feel the public opinion is not favourable to the government or the organisation.

In view of the significant role played by public relations, all modern organisations give a prominent place to public relations in their managerial planning and decision-making. In democratic countries where the consent of the people is very important, public relations departments act as a link between the people and their organisations. They establish a two way communication process between their respective organisation and the people. They resolve conflicts of interest by seeking common grounds of understanding and areas of mutual interest.

8.2.1 Definitions of Public Relations

Way back in 1948, the council of the Institute of Public Relations (British) thought it necessary to agree on a suitable definition of public relations as it was understood and practised in the United Kingdom. The institute defined it as:

‘Public relations practice is the deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its public’.

This can be interpreted in two ways:

- (i) PR is ‘the deliberate, planned and sustained effort’, that is, PR activity is organized as a campaign or programme and it is a sustained activity. It is not a disorganized activity.
- (ii) The purpose is ‘to establish and maintain mutual understanding’. Its aim is to make the organization understood by others. This mutual understanding is thus between an organization and its public or rather publics, since various groups of people are involved.

In 1978, the World Assembly of Public Relations Associations in Mexico City issued this statement:

‘Public relations practice is the art and social science of analysing trends, predicting their consequences, counselling organization leaders and implementing planned programmes of action, which will serve both the organization’s and the public interest.’

This can be interpreted in two ways:

- (i) The Mexican statement refers to ‘analysing trends’, which implies the application of research technique before a PR programme.

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- (ii) The definition embraces the public affairs and social conscience aspects of an organization. Public relations is about goodwill and reputation. An organization will be judged by its behaviour and its sense of responsibility to the interest of the public at large.

Let us now go through some additional definitions of public relations. These are:

1. 'Public relations is a philosophy and function of management expressed in policies and practices, which serve the public to secure its understanding and goodwill.' (*Public Relations Society of America*).
2. 'Public relations is a fundamental attitude of mind, a philosophy of management that deliberately and with enlightened selfishness places the broad interests of the public first in every decision, attracting the operation of a business.' (*Paul Garret—Pioneer of modern PR*).
3. 'Public relations consists of all forms of planned communication, outwards and inwards, between an organization and its publics for the purpose of achieving specific objectives concerning mutual understanding.' (*Frank Jefkins*).
4. 'Public relations is the attempt by information, persuasion and adjustment to engineer public support for an activity, cause, movement or institution.' (*Edward L. Bernays*).
5. 'Public relations is the management function that identifies, establishes and maintains mutually beneficial relationships between an organization and the various publics on whom its success or failure depends.' (*Cutlip, Center and Broom in Effective Public Relations*).

Anyone going through these definitions may end up realizing that public relations is not just 'being nice to everyone on company time' as organized propaganda or free advertising.

It may not be our aim to make an extensive survey of the meaning of public relations, but it will be really fruitful to understand the various aspects of the field. It is also true that none of these definitions and descriptions of PR can possibly be very comprehensive. The quality and future of the profession, however, will largely depend on a clearly defined professional practice based on knowledge, ability, skill and understanding.

As explained through so many definitions, public relations consists of some basic elements, which are the following:

- (i) It is a management's philosophy of an organization or a business.
- (ii) It is an expression of this philosophy in actions and policies.
- (iii) It is an organization's function.
- (iv) Its goodwill and understanding is secured through modern means of communication with the public.

8.2.2 Status of Public Relations

Even before the emergence of industry, business and government, public relations was in practice in the daily lives of people. In effect, public relations is the result of the action inherent in the individual, an institution or an organization.

Public relations is not a monopoly of its practitioners only. In fact, members of an organization, especially those in leadership, management and supervisory positions have a PR role to play and often even singularly. People adept in the art of public relations stand a better chance of success and survival since they can always find areas of mutual interest. They also use modern methods of communication and persuasion that go a long way in establishing mutual understanding based on truth, knowledge and complete information.

Let us understand what public relations business is all about. However, it is better to do a professional job of public relations rather than pass through a trial-and-error process.

The pseudo-learned, who may or may not be in the field, finds the job very easy with the magic formula of being:

- (i) Civil to all
- (ii) Social to many
- (iii) Familiar with many more
- (iv) Friend to millions and
- (v) Enemy to none

Even today people look at PR persons with a trace of uncertainty. The truth is that PR has travelled quite far and, in the modern world, will continue to move faster than many other present-day professions. When the first authoritative book *Effective Public Relations* by Scott M. Cutlip and Allen H. Center was published in 1952, the field of public relations was mushrooming in the West and in the US. The function of PR was not clearly defined and its essentiality was not fully accepted. The position in India today is not as bad, though it bears some resemblance to the position in those countries in the early 1950s.

In 1978, Cutlip and Center, in the later-day preface to their book, sounded quite pleased to say:

Today the essentiality of this function is seldom questioned in a time when the world suffers from conflicts in which confrontation all too often displaced communication. As society continues to become more massive, more impersonal and 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.

While PR in India has been moving towards professionalism in a big way, a lot more still needs to be done. PR in India has to shake off the stigma of being an

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expense-account-oriented, solely management-patronage-dependent profession. It is also a fact that while conducting themselves in the serious business of public relations in their own organizations, even seasoned professionals lose sight to project PR itself as a profession, as an occupation and as a service to the society.

Check Your Progress

1. Why does an organization need to build good relations with the people?
2. How are good public relations department important for both the private and public sector organizations?
3. Give two definitions of public relations.
4. List the basic elements of public relations.
5. What is the prevailing scenario of PR in India?

8.3 DECODING THE CONCEPT OF PUBLIC RELATIONS, PUBLICITY, PROPAGANDA AND PUBLIC OPINION

In this section, we will take a look at the definitions of the terms used very often in public relations.

Public Relations

One of the earliest definitions of public relations is by Denny Griswold, founder and former editor of the newsletter, *Public Relations News*. She defines public relations as: ‘the management function which evaluates public attitudes, identifies the policies and procedures of an individual or an organisation with the public interest, and plans and executes a programme of action to earn public understanding and acceptance.’ The definition is a little cumbersome, but it very rightly focuses attention on the overall objective of all public relations exercises, which is to achieve public understanding.

Another equally useful definition of public relations has been given by the Foundation for Public Relations Research and Education. It defines public relations as: ‘a distinctive management function which helps establish and maintain mutual lines of communications, understanding, acceptance, and cooperation between an organization and its publics; involves the management of problems or issues; helps management keep informed on and responsive to public opinion; defines and emphasizes the responsibility of management to serve the public interest; helps management keep abreast of and effectively utilize change, serves as an early warning system to help anticipate trends; and uses research and sound and ethical communication techniques as its principal tools.’ The definition is far more

comprehensive than the one by Denny Griswold. It sketches almost all the goals of public relations exercise and also outlines the process and its tools. A more succinct definition than the ones mentioned till now is by Edward Bernay. He defines public relations as ‘information given to the public, persuasion directed at the public to modify actions, and efforts to integrate actions of an institution with its publics and of public with those of that institution.’ The definition brings into focus the interventionist role played by public relations in moulding public opinion in line with an institution’s goals and integrating an organization’s objectives with that of its neighbourhood community.

There are, however, other meaningful definitions of public relations too. According to the one by Scot M. Cutlip and Allen H. Centre, ‘Public Relations is the planned effort to influence opinion through good character and responsible performance, based upon mutually satisfactory two-way communication.’ Though this definition is brief and easy to remember, it leaves out the aspect related to the integration of the organization’s objectives with public interest. The definition by the Institute of Public relations in the UK takes a far more balanced view, without sacrificing preciseness. It defines public relations as ‘the deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its public.’

Publicity

Publicity is not a discipline or a profession like public relations. It is an outcome of the public relations campaigns launched in the mass media. Lisa Manyon defines publicity as ‘an act or device designed to PR, specifically information with news values issues as a means of gaining public attention or support.’ It has also been defined as ‘the simple act of making a suggestion to a journalist that leads to the inclusion of a company or product in a story.’ It can lead to two kinds of news coverage:

- (a) A news story devoted exclusively to your idea; or
- (b) The inclusion of your idea in an already existing news story.

So, publicity may be defined as unpaid news coverage of a company, its product, service, or event in news/editorial columns of a newspaper or a magazine or in the non-commercial broadcasts of a television or radio channel.

Propaganda

Propaganda is the selective dissemination of information to influence the attitudes of a community or public towards a cause or position. As opposed to impartially providing information, propaganda provides information with a bias with the purpose of influencing the opinions, beliefs and attitudes of a community. By omitting information that does not further the cause of an individual or an organization,

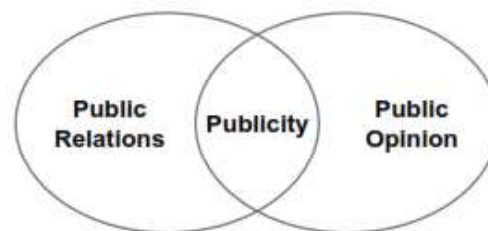
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propaganda distorts the information disseminated. Propaganda also tends to use emotive language that appeals to the sentiments of a community instead of its reasoning. It has, therefore, been used often as a form of political warfare. The term, propaganda, derives from the Latin word, *propagare*, meaning to propagate and was originally associated with the Christian practice of propagating the Faith. Originally, the term was considered pejorative. But once, it started being used in its political sense from World War I, it acquired a negative connotation. Garth Jowett and Victoria o' Donnell have defined propaganda as 'the deliberate, systematic attempt to shape perceptions, manipulate cognitions, and direct behaviour to achieve a response that furthers the desired intent of the propagandist.' Though this definition is comprehensive enough, yet another definition given by Richard Alan Nelson is far more comprehensive. He states, 'Propaganda is neutrally defined as a systematic form of purposeful persuasion that attempts to influence the emotion, attitudes, opinions, and actions of specified target audience for ideological, political or commercial purposes through the controlled transmission of one-sided messages (which may or may not be factual) via mass and direct media channels. A propaganda organization employs propagandists who engage in propagandism—the applied creation and distribution of such forms of persuasion.' Different forms of propaganda messages are news reports, government reports, historical revision, books, leaflets, movies, radio and television broadcasts, posters and advertorials.

Difference/Relationship between Publicity, Public Opinion, Propaganda and Public Relations

The diagram given below gives an idea of the inter-relationship between public relations, publicity and public opinion. As is obvious from the figure, the left and the right circles represent public relations and public opinion, respectively, while the intersection of the two circles represents publicity.



In other words, the entire process of public relations is geared to shape public opinion favourably through appropriate publicity. Though public relations emphasizes generating favourable public opinion, it stops short of earning the label of propaganda as it achieves its ends not through selective dissemination of information, but through the evolution of mutual understanding between an organization and its public. So, in the language of set theory, we could say that public relations and propaganda are two disjoint sets.

Check Your Progress

6. What do you mean by the term 'publicity'?
7. What is the meaning of propaganda?
8. What is the relationship between publicity, public opinion, propaganda and public relations?

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8.4 ANSWERS TO CHECK YOUR PROGRESS QUESTIONS

1. Technology and government regulations keep on changing the environment in which people change. These changes open up new opportunities which every individual wants to seize for his/her advancement. In order that an organization may achieve its goals and objectives, it must build good relations with people. For this, it needs to keep the channels of communication with them open so that any misunderstanding can be removed at the earliest.
2. Good public relations determine the success or failure of an organisation. Recent case in point is the Tata Nano project at Singur in West Bengal. The Tatas had acquired the land through the West Bengal government and were in the process of setting up the production facilities for Nano, India's smallest car but because the company did not take the public of Singur into confidence, they agitated against this project. Political parties opposed to the CPM Government also jumped in. They offered support to the people in their agitation. Eventually, the Tatas had to wind up the project. They shifted their project to Gujarat. Their failure to setup the Nano factory at Singur is a classic case of failure of public relations. Not only did the company fail to take the people of Singur into the confidence but it could also not prevent political parties from jumping into the agitation. The case of Tata Nano project clearly issues that modern organisations must have a very effective public relations department to keep satisfied the people related to the organisation.

What is true for a private sector organisation is equally true for public sector organisations and government departments when the family planning programme was lost vigorously by the then congress government in 1976, it created strong resentment against the government. As a result, the congress party lost the next general elections of 1977 for the first time in the history of independent India. The failure of family planning programme was partly due to the failure of public relations department of the then government of India. It could not convince the people about the urgency of family planning for an over populated and poor country like India.

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3. Way back in 1948, the council of the Institute of Public Relations (British) thought it necessary to agree on a suitable definition of public relations as it was understood and practised in the United Kingdom. The institute defined it as:

‘Public relations practice is the deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its public’. In 1978, the World Assembly of Public Relations Associations in Mexico City issued this statement:

‘Public relations practice is the art and social science of analysing trends, predicting their consequences, counselling organization leaders and implementing planned programmes of action, which will serve both the organization’s and the public interest.’

4. Public relations consists of some basic elements, which are the following:

- (i) It is a management’s philosophy of an organization or a business.
- (ii) It is an expression of this philosophy in actions and policies.
- (iii) It is an organization’s function.
- (iv) Its goodwill and understanding is secured through modern means of communication with the public.

5. The position in India today is not as bad, though it bears some resemblance to the position in those countries in the early 1950s. While PR in India has been moving towards professionalism in a big way, a lot more still needs to be done. PR in India has to shake off the stigma of being an expense-account-oriented, solely management-patronage-dependent profession. It is also a fact that while conducting themselves in the serious business of public relations in their own organizations, even seasoned professionals lose sight to project PR itself as a profession, as an occupation and as a service to the society.

6. Lisa Manyon defines publicity as ‘an act or device designed to PR, specifically information with news values issues as a means of gaining public attention or support.’ It has also been defined as ‘the simple act of making a suggestion to a journalist that leads to the inclusion of a company or product in a story.’ It can lead to two kinds of news coverage:

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So, publicity may be defined as unpaid news coverage of a company, its product, service, or event in news/editorial columns of a newspaper or a magazine or in the non-commercial broadcasts of a television or radio channel.

7. Propaganda is the selective dissemination of information to influence the attitudes of a community or public towards a cause or position. As opposed to impartially providing information, propaganda provides information with a bias with the purpose of influencing the opinions, beliefs and attitudes of a community. By omitting information that does not further the cause of an individual or an organization, propaganda distorts the information disseminated. Propaganda also tends to use emotive language that appeals to the sentiments of a community instead of its reasoning. It has, therefore, been used often as a form of political warfare. The term, propaganda, derives from the Latin word, propagare, meaning to propagate and was originally associated with the Christian practice of propagating the Faith. Originally, the term was considered pejorative. But once, it started being used in its political sense from World War I, it acquired a negative connotation. Garth Jowett and Victoria o' Donnell have defined propaganda as 'the deliberate, systematic attempt to shape perceptions, manipulate cognitions, and direct behaviour to achieve a response that furthers the desired intent of the propagandist.'
8. The entire process of public relations is geared to shape public opinion favourably through appropriate publicity. Though public relations emphasizes generating favourable public opinion, it stops short of earning the label of propaganda as it achieves its ends not through selective dissemination of information, but through the evolution of mutual understanding between an organization and its public. So, in the language of set theory, we could say that public relations and propaganda are two disjoint sets.

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8.5 SUMMARY

- In order that an organization may achieve its goals and objectives, it must build good relations with people. For this, it needs to keep the channels of communication with them open so that any misunderstanding can be removed at the earliest.
- The professionals who look after this important aspect of an organization's activities are called public relations officers. And the work performed by these professionals is referred to as public relations.
- Eventually, the Tatas had to wind up the project. They shifted their project to Gujarat. Their failure to setup the Nano factory at Singur is a classic case of failure of public relations. Not only did the company fail to take the people of Singur into the confidence but it could also not prevent political parties from jumping into the agitation.

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- What is true for a private sector organisation is equally true for public sector organisations and government departments when the family planning programme was lost vigorously by the then congress government in 1976, it created strong resentment against the government.
- The failure of family planning programme was partly due to the failure of public relations department of the then government of India. It could not convince the people about the urgency of family planning for an over populated and poor country like India.
- Public relations department have to keep track of the changing moods of people. They must be sensitive to any swings in public opinion. Also, they must take immediate action in cases where they feel the public opinion is not favourable to the government or the organisation.
- In democratic countries where the consent of the people is very important, public relations departments act as a link between the people and their organisations.
- Way back in 1948, the council of the Institute of Public Relations (British) thought it necessary to agree on a suitable definition of public relations as it was understood and practised in the United Kingdom.
- ‘Public relations is a philosophy and function of management expressed in policies and practices, which serve the public to secure its understanding and goodwill.’ (*Public Relations Society of America*).
- Even before the emergence of industry, business and government, public relations was in practice in the daily lives of people. In effect, public relations is the result of the action inherent in the individual, an institution or an organization.
- People adept in the art of public relations stand a better chance of success and survival since they can always find areas of mutual interest. They also use modern methods of communication and persuasion that go a long way in establishing mutual understanding based on truth, knowledge and complete information.
- Even today people look at PR persons with a trace of uncertainty. The truth is that PR has travelled quite far and, in the modern world, will continue to move faster than many other present-day professions.
- When the first authoritative book *Effective Public Relations* by Scott M. Cutlip and Allen H. Center was published in 1952, the field of public relations was mushrooming in the West and in the US.
- While PR in India has been moving towards professionalism in a big way, a lot more still needs to be done. PR in India has to shake off the stigma of being an expense-account-oriented, solely management-patronage-dependent profession.

- One of the earliest definitions of public relations is by Denny Griswold, founder and former editor of the newsletter, Public Relations News. She defines public relations as: ‘the management function which evaluates public attitudes, identifies the policies and procedures of an individual or an organisation with the public interest, and plans and executes a programme of action to earn public understanding and acceptance.’
- The definition by the Institute of Public relations in the UK takes a far more balanced view, without sacrificing preciseness. It defines public relations as ‘the deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its public.’
- Publicity is not a discipline or a profession like public relations. It is an outcome of the public relations campaigns launched in the mass media. Lisa Manyon defines publicity as ‘an act or device designed to PR, specifically information with news values issues as a means of gaining public attention or support.’
- Publicity may be defined as unpaid news coverage of a company, its product, service, or event in news/editorial columns of a newspaper or a magazine or in the non-commercial broadcasts of a television or radio channel.
- Though public relations emphasizes generating favourable public opinion, it stops short of earning the label of propaganda as it achieves its ends not through selective dissemination of information, but through the evolution of mutual understanding between an organization and its public.

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8.6 KEY WORDS

- **Tata Nano Singur project:** This refers to the controversy generated by land acquisition of the proposed Nano factory of Tata Motors at Singur in Hooghly district, West Bengal. The project was opposed by activists and the then opposition parties in Bengal.
- **Effective Public Relations:** This is a book published in 1952 by University of Wisconsin professor Scott M. Cutlip and Allen H. Center. It was the first textbook in the field of public relations and introduced the “Seven Cs of communication”.
- **Professionalism:** It refers to the competence or skill expected of a professional.
- **PR:** Public relations (PR) is the practice of deliberately managing the spread of information between an individual or an organization and the public.

- **Publicity:** It is the activity of making certain that someone or something attracts a lot of interest or attention from many people.

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8.7 SELF ASSESSMENT QUESTIONS AND EXERCISES

Short Answer Questions

1. What is the role and scope of public relations?
2. What is the future prospect of public relations profession?
3. Write in brief about the role of good public relations department in public sector enterprises.
4. What is the difference between public relations and publicity?

Long Answer Questions

1. Discuss the growing significance of PR professionals in India.
2. Discuss the role of publicity in propagating the organization's products and services.

8.8 FURTHER READINGS

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BLOCK - III
PUBLIC RELATIONS AND ITS DEVELOPMENT
POLICIES IN INDIA

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UNIT 9 PUBLIC RELATIONS
OFFICER

Structure

- 9.0 Introduction
- 9.1 Objectives
- 9.2 Nature and Scope of Public Relations
 - 9.2.1 Elements of Public Relations
 - 9.2.2 'Publics' In Public Relations
 - 9.2.3 Public Relations Process
 - 9.2.4 Tools of Public Relations Communication
 - 9.2.5 Public Relations and its Large Scope of Activities
- 9.3 Qualifications and Responsibilities of a Public Relations Officer
 - 9.3.1 Qualifications of a Public Relations Officer
 - 9.3.2 Responsibilities of a Public Relations Officer
- 9.4 Answers to Check Your Progress Questions
- 9.5 Summary
- 9.6 Key Words
- 9.7 Self Assessment Questions and Exercises
- 9.8 Further Readings

9.0 INTRODUCTION

The main objective of public relations department in any organization is to develop a good rapport with the public. Expert in this field of knowledge is known as public relations officer. He/she makes it sure that there continues a hassle-free flow of information about organization and its product or scheme among the public. A public relations officer performs this task by feeding the media with reports about the activities and performance of the organization. As gaining public attention is of paramount importance, he/she must be aware of all elements of public relations. And to be noticed, it is incumbent on the designated PR officer that the organization he/she is working with must attract the attention of the media. Also, it is important that right information should reach the media because any wrong or misleading news about the organization can hamper its image and targeted goals. The public relations officials have responsibilities to take into confidence retailers, suppliers, financiers, technicians with whom a business organization interacts on a regular basis and ensure

that no trust is broken on account of any act of disinformation which may have been spread by its competitors or rival entities.

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A public relations officer should possess both the personal and professional skills to fulfil his/her job. In addition to formal academic degree in Communication Studies/Public Relations and Advertising and desirable industry experience, he/she should have qualities such as good communication, arbitration and networking skills. A public relations officer needs to have capability to assess the public perception of the organization and mediate in times of crises between the organization and the public.

Besides explaining the nature and scope of public relations, this unit presents a comprehensive analysis of qualifications and responsibilities of a public relations officer in an organization.

9.1 OBJECTIVES

After going through this unit, you will be able to:

- Discuss the nature, scope and objectives of public relations
- Analyse the various elements and tools of public relations
- State the qualifications of a public relations officer
- Examine the responsibilities of a public relations officer

9.2 NATURE AND SCOPE OF PUBLIC RELATIONS

‘Public relations’ is a loosely used term. It has been used to refer to the profession as well as the process. So, experts who look after the public relations of an organization are called public relations officers and the department of which they form a part is called public relations department. The main task of the public relations department is to develop a good rapport with the public of the organization by keeping the channels of communication between the organization and its public all the time open. While the public relations department gauges the opinion and attitudes of the public towards the organization on the one hand, it also circulates information among the public to correct any deviation from the norm of expected public opinion and attitudes. It does so by feeding the media with reports about the activities and performance of the company. The overall objectives of any public relations exercise can be put in a linear progression such as this:

- Understand the organizational goals and specific objectives behind the public relations exercise;

- Create messages for suitable media in tune with those objectives for the specific public in mind;
- Gain attention of the public;
- Get it interested in the message(s) being fed into the public sphere by the public relations department;
- Win their belief in the message(s); and
- Establish a common ground of understanding between the organization and the public through the messages released.

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9.2.1 Elements of Public Relations

Public relations is said to have four major elements. In this section, we examine each of these. These are:

- (a) **Corporate social responsibility:** Public relations philosophy rests on the premise that organizations do not exist in a vacuum but in a society. So, they should be sensitive to the needs of the society. Incidentally, this is also the inspiration behind the philosophy of corporate social responsibility. As a part of this philosophy, corporate organizations recognize that their main objective is of wealth generation is not for themselves only but also for the society of which they form a part. If the society is developed, it will have a rub off on them too. But, if the society remains under-developed, it will be harmful to the interests of the organization too. As Adam Smith once said, enlightened self-interest is the cornerstone of modern economic organizations. Enlightened self-interest demands that the self-interest will flourish only if the society of which the self is a part also prospers. So, public relations departments of corporate organizations lay a lot of emphasis on identifying the needs and aspirations of the neighbourhood community. They pass on this information to the management of the enterprise so that it may initiate steps for fulfilling these community aspirations and needs. Once the company takes these steps, the public relations department publicises this information to earn a good name for the company in people's minds. So, corporate social responsibility and public relations departments complement each other in this meaningful and beneficial task.
- (b) **Caring for public opinion:** Apart from fulfilling the aspirations of the community, organizations need to be sensitive about the diversity of public opinion in regard to various projects and ventures. Public cannot be taken for granted. It may react at times completely unexpectedly to any decision of the organization. Public opinion does not rest on logic as much as it rests on sentiments. Any stray or thoughtless remark of the management can lead to a widespread public resentment. So, the management of an organization

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needs to be very careful when it issues any public statement or when it allows any information to enter the public domain. As the public is comprised of many diverse interest groups, it may not be always possible to satisfy each of these groups. The job of public relations is to ensure that even when any of these groups is dissatisfied, it does not feel alienated. This will depend on the level of rapport built by the public relations department with each of these groups. In times of any misunderstanding or miscommunication, these groups should feel confident enough to approach the organization for a clarification and the organization at its end must on dislike this attempt of the aggrieved group.

(c) Two-way communication: In order that an organization may develop rapport with the different public groups, public relations department must ensure that there is a two-way communication between the two. This implies that the organization should not only be sending the messages in to the public sphere but also receiving messages from the various interest groups in the public. This ensures a two-way flow of information between the organisation and the public. However, many times, organizations place greater value on their self-produced messages instead of the ones produced by the public. This isolates the organization and insulates it to public opinion. In fact, organizations need to pay greater attention to the verbal and non-verbal as well as formal and informal communications being produced by the public. By listening more and speaking less, the public relations managers ensure that they produce messages which would keep the relationship between the organization and its public amicable and peaceful. Besides, listening helps a public relations manager to get feedback from the public about various policies and decisions of the organization. This feedback can be very useful to the organization for streamlining its activities in a way that does not offend or seem to offend public sentiments. So, a public relations manager must remain in close touch with the people as well as with the top management.

(d) Mutual understanding: The goal of all forms of human communication is the evolution of common ground of understanding. As public relations is a form of organizational communication, its goal is also the development of mutual understanding between the organization and its public. Two-way communication ensures that there is nothing unsaid between the organization and its public. This facilitates mutual understanding between the two. Here it is important to know that in the relationship between an organization and its public, the former seeks to achieve its private interest while the latter seeks satisfaction of its public interest. The job of the public relations team

or officer is to synchronise the two. (S)he needs to embed the organizational interests within the overall societal interests so that there is no mismatch at any stage between the two. A case in point is Jamshedpur, which is home to Tata Iron & Steel Co (TISCO). The township of Jamshedpur is a fallout of the industry established by the Tata group there. Similarly, Duliajan in Assam is a town developed by Oil India Ltd. as an ideal town with all civic amenities. Each of these companies have synchronised their private interests with the public interest, as a result of which they stand to enjoy mutual understanding with the neighbourhood community.

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9.2.2 'Publics' In Public Relations

In public relations, we often speak of 'publics'. Who are these 'publics'? And why pluralise the word, public? To understand the answers to these questions, we need to understand the sense in which the word is used in this profession/ discipline. In public relations, the word public refers to the human environment of the organization. In other words, the employees, the creditors, the debtors, the customers, the neighbourhood community, the government, media and the shareholders — all constitute the public of the organization. As these groups are widely different in their constitution from each other, it would not be appropriate to lump them under one label, 'public'. So, we use the term 'publics' to refer to all of them together. By pluralizing the term, we drive home the point that each of these groups is a separate entity by itself and deserves individual attention.

In traditional Public Relations usage, publics are said to be of two types: external and internal. External publics are the groups of people who are not a part of the organization. In other words, they exist outside the legal space of the organization. They are public officials, journalists, opinion makers, retailers, suppliers, financiers, customers, competitors and neighbourhood community. These groups frequently interact with the organization as a part of the organization's business activities.

It is essential that the organization has a good rapport with each of them or else its business interests will get affected adversely. In pre-liberalized India, public officials were extremely important for a business organization as they were responsible not only for the issue of licenses but also for certifying that the organization was meeting its obligations to the society. But with the liberalization of the economy, many of the governmental controls have been dismantled and business organizations can now operate in a far freer atmosphere. Besides, in pre-liberalized India, businesses were looked upon with suspicion, a typical Socialist attitude towards private enterprise. But, with liberalization, business organizations have come to be regarded as partners in the nation's progress. So, the attitude of public officials towards business organizations has become friendlier. This makes the job

of the public relations officers easier. Now, they don't have to wrestle with the Socialist prejudices of the bureaucracy.

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Journalists and opinion makers are extremely important for an organization. It is they who create a particular image of the organization with their written and oral messages. Every organization vies for their attention. As long as an organization is not talked about, it does not exist in the minds of the public. So, to be noticed, it is essential that the organization attracts the attention of the media. But, the work does not stop here. Having been noticed, it is important that it be talked about in a favourable manner. So, the public relations officers have to ensure that the right information reaches the media. And if there are any doubts about the integrity of the organization in the mind of the media, these should be addressed early or else a wrong report in the media can vitiate the business atmosphere and affect the business interests adversely.

Similarly, retailers, suppliers and financiers, with whom a business organization interacts on a regular basis, need to have faith in the organization's financial fundamentals and its overall integrity. The public relations officials have to ensure that at no stage this faith should get broken because of any act of disinformation by competitors or misinformation. If the financiers lose faith in the organization, they will either recall their capital or will not lend any fresh loans. This can affect the financial health of the organization adversely. Similarly, if suppliers don't have faith in the financial fundamentals of the enterprise, they may insist on hard payment terms, which may not suit an organization. Keeping the channels of communication open with all of them is, therefore, essential.

Just as an organization has external publics, so does it have internal publics. Its internal publics are those groups of people who form a part of the organization. They are the shareholders, the management and employees. All of them share one common bond: the institutional identity. Each of them has a stake in the rise and fall of the organization. If the organization prospers, they prosper, but if it goes downhill, they too stand to lose. When Satyam Computer reported huge losses and the fudging of financial reports, each of the internal publics had to bear the brunt of this catastrophe. While the employees faced the bleak prospect of becoming jobless, the management faced the horrendous prospect of judicial prosecution for criminal offences. The shareholders saw the prices of their stocks plummet and their hard-earned investments robbed of real value. Even though the shareholders do not run the organization, they have long-term interest in the success of the organization. The job of the public relations department in an organization is to ensure that each of these publics continues to hold long-term interest in its survival and growth. For this, it has to keep the channels of communication between the organization and each of these publics all the time open. Shareholders must continue to get reports about the various developmental activities of the enterprise

that impact upon the price of the stocks they hold. Similarly, the employees must get a good hearing regarding any of their grievances as well as be informed about the growth of the organization. All these efforts tend to create a common interest in the growing fortunes of the business enterprise.

9.2.3 Public Relations Process

Public relations is a form of persuasive communication in which the public relations practitioner plays the role of a catalyst and a negotiator. So, to understand the process of public relations it is necessary to understand the process of persuasive communication first. Persuasive communication dates back to the time of Aristotle, when it was called rhetoric. The rules of rhetoric and persuasive communication remain the same. In persuasive communication, there is a source, a context, a message, a channel, a receiver and feedback. The source is responsible for collecting information and disseminating it. The context determines what kind of information will be collected. It refers to the overall intent of the communicator/ source behind initiating the communication process. The message is the form in which the information collected is disseminated. The message could be either formal or informal and verbal or oral. The channel determines the shape the message will take. There are many channels available for a communicator. These are mass media and interpersonal media like telephones and public address systems. The choice of the media is determined by the kind of audience the communicator is targeting. If the audience is illiterate, radio and television are the best media but if the audience is literate, newspapers and magazines are a very convenient and cheap media of communication. The receiver of the message has already been talked about when we talked of the audience. The receiver is one who receives and understands the message. Feedback is the response that the receiver gives to the source after understanding the message. Feedback is the litmus test of the success or failure of the communication process. Effective persuasive communication is one which brings about a desired level of change in the receiver through the communication process. It is through feedback that the source gets to know whether the desired change in the behaviour of the target audience has been brought about or not. If the feedback received is not positive, the source has to look into the shortcomings in the content and style of the messages and also the media selected for disseminating it. These are corrective steps tailored to elicit the desired response.

The public relations process follows the model of persuasive communication. It too has the objective of bringing about a change in the opinions, beliefs and attitudes of the publics. To this end, the public relations process has the following elements in it:

- (a) Image Audit
- (b) Planning

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(c) Collection of Information

(d) Preparation of Message

(e) Evaluation

(a) Image audit

This is the first stage in any public relations process. Before the process may be initiated, it is necessary for the public relations department to know about the kind of image the organization has earned in public memory. Image audit is carried out with the help of image surveys in which questionnaires are distributed among a sample group of the population to know what they feel about the organization. As the questionnaire is comprehensive enough, it collects good amount of information about how the public rates the organization on various variables.

(b) Planning

Once the public relations managers have collected information about the ways in which the public views the organization, the next stage in the public relations process is to plan the public relations campaign. Planning involves preparation of the plan of action which should state the specific and measurable goals of the PR process, the types of messages to be inserted in the mass media, the mass media to be approached, and the estimated budget for these activities. Based on the cost benefit analysis, a workable plan of action needs to be put in place.

(c) Collection of Information

In order that suitable messages may be prepared for circulation in the public sphere, information about the strengths, weaknesses and developmental activities needs to be collected. This information needs to be evaluated for its news value before it may be used for message preparation.

(d) Preparation of message(s)

The information collected needs to be artfully presented in the form of persuasive messages. This requires skills of news writing and inter-personal skills for the organization of press conferences and meetings. The messages need to be tailored according to the relative strengths of each media chosen for the purpose.

(e) Evaluation

Once the organization has released verbal and non-verbal stimuli in the form of various mass media messages in the public domain, it needs to assess their impact on the target audience. This calls for an Impact analysis.

9.2.4 Tools of Public Relations Communication

The tools of public relations communication are drawn from the print, oral and audio-visual media. The written/printed word tools are house journals, newspapers,

trade magazines, bulletins, newsletters, reports, posters, press releases and handbills, while the oral media tools are press conferences, meetings, radio broadcasts, and public speeches. The audio visual media tools are television broadcasts, news casts, talk shows and documentaries. The choice of these tools depends on the kind of public being targeted. The following table gives an idea of the kind of tools used by a public relations practitioner to reach out to a particular public.

Public to be reached	Tools of communication
Stockholders	Annual and interim reports, meetings
Financial community	Financial publications, personal meetings (brokers, security analysts)
Employees	House journals, bulletin boards, posters, handbills, target charts, letters, video films, meetings
Labour Unions	Bulletins and statements or policy
Communities	Company publications, local press, radio & tv, outlets, local group meetings, meetings with opinion leaders, exhibitions
Government	House publications, reports, brochures, booklets
Trade group	Trade magazines
Technical group	Technical magazines and journals Competitors Association meetings, direct mails
Suppliers/creditors	Credit and banking associations, suppliers' meets
Customers	Product publicity media, press releases, advertising, POP marketing, direct mail, television sponsored programmes, newspaper cell etc.

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9.2.5 Public Relations and its Large Scope of Activities

We have already defined public relations and also distinguished it from related communication practices and terms such as publicity, public opinion and propaganda. We may now attempt to draw the conceptual map of public relations to know what its boundaries are. As we have seen when we defined public relations, the conceptual territory of public relations is very broad. It attempts to build bridges of understanding between the organization and not one public but a host of publics, through the effective use of communication tools and strategies. It is important to note two things here: one, that the number of publics to be dealt with extremely large; two, the communication strategies and tools used to reach out to these publics is equally large. This makes the term public relations acquire a large conceptual area unlike the terms like publicity, public opinion and propaganda. As a result, public relations involves activities ranging from the most mundane and

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routine to the most spectacular and extraordinary. Public relations involves routine activities like daily and regular interaction with different publics as well as the management. At the same time, it also involves rising to the occasion in times of conflicts to troubleshoot and in times of major achievements to publicise. Ultimately, the goal of all public relations activities remains to win a favourable public opinion. So, public opinion falls partially within the domain of public relations. The figure given in the section differentiating each of these terms best illustrates how public opinion is an independent entity, which happens to overlap with public relations only as far as it indicates the success or failure of public relations. One other term with which it needs to be distinguished is corporate communications. The latter owes its birth to the emergence of corporate organizations in the twentieth century. Public relations is a term with greater scope as it may be applied to the communication strategies of not just corporate organizations but even public organizations. Corporate communication, on the other hand, has a restricted field as it is firmly tied down to corporate organizations alone. From the preceding discussion, it is clear that public relations is an umbrella term with a very large scope of activities/functions.

Check Your Progress

1. What is the main task of public relations department?
2. How does public relations department help the organization in meeting its Corporate Social Responsibility?
3. Why is public relations a form of persuasive communication?
4. Which are the different tools of public relations?
5. Why does public relations acquire a large conceptual area?

9.3 QUALIFICATIONS AND RESPONSIBILITIES OF A PUBLIC RELATIONS OFFICER

In this section, we will be defining the profile of a public relations officer in either a corporate organization or a public institution. The profile includes the qualifications required for this position and the responsibilities to be shouldered by him

9.3.1 Qualifications of a Public Relations Officer

We discuss the qualifications first. The personal and professional qualifications required for this job are as under:

A. Personal qualifications: A public relations officer should possess the following personal qualifications:

1. **Good communication skills:** Anyone aspiring to become a Public Relations officer should possess good communication skills. The person should be both a good and patient listener as well as a good and convincing speaker. His/ Her command over the language should be strong enough to help him/her to use it effectively.
2. **Cool headedness:** A public relations official needs to be level-headed. (S)he must not get provoked by the gravest of situations. (S)he must know how to control his/her anger in critical situations so that (s)he may be able to think clearly and without prejudice to any of the parties.
3. **Nose for news:** As a public relations official has to build a positive image of the organization in the media, (s)he must have a nose for news. In other words, the aspirant for such a job should know what will attract the attention of the media or better still how some even can be presented to attract the attention of the media. So, (s)he should be able to evaluate information inputs for their news value.
4. **Arbitrations skills:** As a public relations official may be asked to resolve crises arising out of conflicts of interest between the organization and any of its publics, (s)he should have good arbitration skills. That will help him/her to mediate effectively and save the organization from the loss of man hours due to stalemates in such crises.
5. **Networking skills:** A public relations official should also have good networking skills. These enable him/her to build long term relationships which could be helpful in the discharge of his/her responsibilities. The greater the number of people he/she knows and the wider the circle of his known persons the better as he can then approach each of them with ease.
6. **Positive attitude:** Finally, a public relations officer should have a positive attitude towards the problems he grapples with. He/she must not himself start taking sides over issues, instead he should try to harmonise the conflicting interests of the organization and each of the publics.

B. Professional qualifications

1. **Formal academic degree in Communication Studies/Public Relations and Advertising:** Aspirants for public relations officers' job should possess formal educational training in the theory and practice of public relations. This should be substantiated by a formal university degree. A formal training in the profession would help them understand their job better.
2. **Industry experience desirable:** Industry experience is desirable as that helps to hone the skills acquired during training. The greater the experience the more the exposure to different kinds of trying circumstances.

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9.3.2 Responsibilities of a Public Relations Officer

The responsibilities of a public relations officer are comprehensive enough to include activities as disparate as the following:

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- i. To assess the public perception of the image of the enterprise;
- ii. To anticipate the public response to a purported action of the organization;
- iii. To provide information feedback to the management regarding public perception, responses and attitudes;
- iv. To counsel the management about the possible ramifications of an intended course of action;
- v. To network with opinion makers and mass media professionals;
- vi. To influence public opinion through various public relations campaigns;
- vii. To mediate in times of crises between the organization and the estranged public;
- viii. To provide information feedback to the public about the activities of the organization;
- ix. To boost the image and brand of the organization in the public domain.

Check Your Progress

6. List some of the personal qualifications that a public relations officer should possess.
7. What are the main responsibilities of a public relations officer?

9.4 ANSWERS TO CHECK YOUR PROGRESS QUESTIONS

1. The main task of the public relations department is to develop a good rapport with the public of the organization by keeping the channels of communication between the organization and its public all the time open. While the public relations department gauges the opinion and attitudes of the public towards the organization on the one hand, it also circulates information among the public to correct any deviation from the norm of expected public opinion and attitudes. It does so by feeding the media with reports about the activities and performance of the company.
2. Public relations philosophy rests on the premise that organizations do not exist in a vacuum but in a society. So, they should be sensitive to the needs of the society. Incidentally, this is also the inspiration behind the philosophy of corporate social responsibility. As a part of this philosophy, corporate organizations recognize that their main objective is of wealth generation is

not for themselves only but also for the society of which they form a part. If the society is developed, it will have a rub off on them too. But, if the society remains under-developed, it will be harmful to the interests of the organization too. Public relations departments of corporate organizations lay a lot of emphasis on identifying the needs and aspirations of the neighbourhood community. They pass on this information to the management of the enterprise so that it may initiate steps for fulfilling these community aspirations and needs. Once the company takes these steps, the public relations department publicises this information to earn a good name for the company in people's minds. So, corporate social responsibility and public relations departments complement each other in this meaningful and beneficial task.

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3. Public relations is a form of persuasive communication in which the public relations practitioner plays the role of a catalyst and a negotiator. So, to understand the process of public relations it is necessary to understand the process of persuasive communication first. Persuasive communication dates back to the time of Aristotle, when it was called rhetoric. The rules of rhetoric and persuasive communication remain the same. In persuasive communication, there is a source, a context, a message, a channel, a receiver and feedback. The source is responsible for collecting information and disseminating it. The context determines what kind of information will be collected. It refers to the overall intent of the communicator/ source behind initiating the communication process. The message is the form in which the information collected is disseminated. The message could be either formal or informal and verbal or oral. The channel determines the shape the message will take. There are many channels available for a communicator.
4. The tools of public relations communication are drawn from the print, oral and audio-visual media. The written/printed word tools are house journals, newspapers, trade magazines, bulletins, newsletters, reports, posters, press releases and handbills, while the oral media tools are press conferences, meetings, radio broadcasts, and public speeches. The audio visual media tools are television broadcasts, news casts, talk shows and documentaries. The choice of these tools depends on the kind of public being targeted.
5. The conceptual territory of public relations is very broad. It attempts to build bridges of understanding between the organization and not one public but a host of publics, through the effective use of communication tools and strategies. Public relations involves activities ranging from the most mundane and routine to the most spectacular and extraordinary. Public relations involves routine activities like daily and regular interaction with different publics as well as the management. At the same time, it also involves rising to the

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occasion in times of conflicts to troubleshoot and in times of major achievements to publicise. Public relations is a term with greater scope as it may be applied to the communication strategies of not just corporate organizations but even public organizations.

6. A public relations officer should possess the following personal qualifications:
 - i. **Good communication skills:** Anyone aspiring to become a Public Relations Officer should possess good communication skills. The person should be both a good and patient listener as well as a good and convincing speaker.
 - ii. **Cool headedness:** A public relations official needs to be level-headed.
 - iii. **Nose for news:** As a public relations official has to build a positive image of the organization in the media, (s)he must have a nose for news.
 - iv. **Arbitrations skills:** As a public relations official may be asked to resolve crises arising out of conflicts of interest between the organization and any of its publics, (s)he should have good arbitration skills. That will help him/her to mediate effectively and save the organization from the loss of man hours due to stalemates in such crises.
 - v. **Networking skills:** A public relations official should also have good networking skills. These enable him/her to build long term relationships which could be helpful in the discharge of his/her responsibilities.
 - vi. **Positive attitude:** Finally, a public relations officer should have a positive attitude towards the problems he grapples with. He/she must not himself start taking sides over issues, instead he should try to harmonise the conflicting interests of the organization and each of the publics.
7. Main responsibilities of a public relations officer are:
 - i. To assess the public perception of the image of the enterprise;
 - ii. To anticipate the public response to a purported action of the organization;
 - iii. To provide information feedback to the management regarding public perception, responses and attitudes;
 - iv. To counsel the management about the possible ramifications of an intended course of action;
 - v. To network with opinion makers and mass media professionals;
 - vi. To influence public opinion through various public relations campaigns;
 - vii. To mediate in times of crises between the organization and the estranged public

9.5 SUMMARY

- ‘Public relations’ is a loosely used term. It has been used to refer to the profession as well as the process. So, experts who look after the public relations of an organization are called public relations officers and the department of which they form a part is called public relations department.
- The main task of the public relations department is to develop a good rapport with the public of the organization by keeping the channels of communication between the organization and its public all the time open.
- Public relations philosophy rests on the premise that organizations do not exist in a vacuum but in a society. So, they should be sensitive to the needs of the society.
- In order that an organization may develop rapport with the different public groups, public relations department must ensure that there is a two-way communication between the two.
- By listening more and speaking less, the public relations managers ensure that they produce messages which would keep the relationship between the organization and its public amicable and peaceful.
- The goal of all forms of human communication is the evolution of common ground of understanding. As public relations is a form of organizational communication, its goal is also the development of mutual understanding between the organization and its public.
- In public relations, the word public refers to the human environment of the organization. In other words, the employees, the creditors, the debtors, the customers, the neighbourhood community, the government, media and the shareholders — all constitute the public of the organization.
- In traditional public relations usage, publics are said to be of two types: external and internal. External publics are the groups of people who are not a part of the organization. In other words, they exist outside the legal space of the organization.
- With liberalization, business organizations have come to be regarded as partners in the nation’s progress. So, the attitude of public officials towards business organizations has become friendlier. This makes the job of the public relations officers easier. Now, they don’t have to wrestle with the Socialist prejudices of the bureaucracy.
- The job of the public relations department in an organization is to ensure that each of these publics continues to hold long-term interest in its survival and growth. For this, it has to keep the channels of communication between the organization and each of these publics all the time open.

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- Public relations is a form of persuasive communication in which the public relations practitioner plays the role of a catalyst and a negotiator.
- Effective persuasive communication is one which brings about a desired level of change in the receiver through the communication process.
- The public relations process follows the model of persuasive communication. It too has the objective of bringing about a change in the opinions, beliefs and attitudes of the public.
- Before the process may be initiated, it is necessary for the public relations department to know about the kind of image the organization has earned in public memory.
- Once the public relations managers have collected information about the ways in which the public views the organization, the next stage in the public relations process is to plan the public relations campaign.
- The tools of public relations communication are drawn from the print, oral and audio-visual media. The audio visual media tools are television broadcasts, news casts, talk shows and documentaries. The choice of these tools depends on the kind of public being targeted.
- Public relations involves activities ranging from the most mundane and routine to the most spectacular and extraordinary.
- Public relations is a term with greater scope as it may be applied to the communication strategies of not just corporate organizations but even public organizations. Corporate communication, on the other hand, has a restricted field as it is firmly tied down to corporate organizations alone.
- Anyone aspiring to become a Public Relations officer should possess good communication skills. The person should be both a good and patient listener as well as a good and convincing speaker.
- As a public relations official may be asked to resolve crises arising out of conflicts of interest between the organization and any of its publics, (s)he should have good arbitration skills.
- A public relations official should also have good networking skills. These enable him/her to build long term relationships which could be helpful in the discharge of his/her responsibilities.
- Aspirants for public relations officers' job should possess formal educational training in the theory and practice of public relations. This should be substantiated by a formal university degree. A formal training in the profession would help them understand their job better.

9.6 KEY WORDS

- **Corporate social responsibility (CSR):** This is a self-regulating business model that helps a company be socially accountable to itself, its stakeholders, and the public.
- **Persuasive communication:** This is any message whose sole purpose is to get the listener to support and transform their thinking in favour of the presenter's perspective.
- **Cool-headedness:** It is the state of being calm and not easily worried or excited.
- **Nose for news:** This is the ability to sniff out news.
- **Arbitration:** This is a form of alternative dispute resolution, is a way to resolve disputes outside the courts.
- **Public perception:** This is defined as the understanding of and opinion about a specific issue.
- **Opinion maker:** This term refers to a person whose opinion influences the opinions of many other people.

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9.7 SELF ASSESSMENT QUESTIONS AND EXERCISES

Short Answer Questions

1. How does public relations department play an important role in the organization/company?
2. Who are designated as public relations officers?
3. Mention the main objectives of any public relations exercise.
4. What are the essential elements of a public relations process?
5. Write a short note on qualification and responsibility of a public relations officer.

Long Answer Questions

1. Discuss the scope of public relations in any organization.
2. Analyse critically why organizations need to pay greater attention to formal and informal communications produced by the public.
3. Discuss the role of public relations department as a trouble-shooter in times of crisis and conflict.

9.8 FURTHER READINGS

NOTES

- Melvin, L. DeFluer and Everette L. Dennis. 1994. *Understanding Mass Communication – A Liberal Arts Perspective*. Boston: Houghton Mifflin Company.
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UNIT 10 PUBLIC RELATIONS: HISTORY AND DEVELOPMENT

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Structure

- 10.0 Introduction
- 10.1 Objectives
- 10.2 PR and Public Opinion
- 10.3 History and Development of PR in India
- 10.4 Answers to Check Your Progress Questions
- 10.5 Summary
- 10.6 Key Words
- 10.7 Self Assessment Questions and Exercises
- 10.8 Further Readings

10.0 INTRODUCTION

PR and public opinion are two different but inter-related terms. While the main task of PR is to function as a link between the organization and the public, public opinion refers to a collective behaviour wherein an aggregate of views are taken to discuss a public issue at a given time. Western thinkers like Montaigne described public opinion as an urbanised phenomenon as opposed to the mass and the community. One of the objectives of public relations is to mould the public opinion in favour of the organizations especially during the period of conflict and crisis. Many a times, a public relations exercise tries to shape public opinion favourably.

As far as history and development of PR in India is concerned, it goes back to the period of the British rule when the then Publicity Bureau of England launched an extensive campaign to showcase in England the Great Indian Peninsular (GIP) Railways. A Central Publicity Board was set up by the Government of India during the period of World War I which, later on, became Bureau of Public Information whose mandate was to work as a link between the government and the press. Today, both the Central and State governments have Department of Information and Public Relations. Liberalization of economy opened new vista of opportunities for the growth of public relations industry in India.

In addition to discussing the relationship between PR and public opinion, this unit also explains the history and development of PR in India.

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10.1 OBJECTIVES

After going through this unit, you will be able to:

- Discuss the meaning of public opinion
- Analyse the relationship between public relations (PR) and public opinion
- Explain historical evolution of PR in India
- Examine the development of PR in India

10.2 PR AND PUBLIC OPINION

Public opinion has been defined as an aggregate of the views and beliefs held by an adult population. According to the American sociologist, Herbert Blumer, public opinion is a form of collective behaviour which is made up of those who are discussing a given public issue at any one time. As per this definition, there are many publics. Each of them comes into being when a public issue arises and ceases to be when that issue dies with its resolution. Public opinion can be moulded by public relations in favour of an issue or against an issue. Public opinion gained currency with the emergence of the notion of public as opposed to the mass and the community. The term, public opinion, is derived from the French expression, *l'opinion publique*, which was first used in 1588 by Montaigne. According to Ferdinand Tonnies, public opinion in an urbanised society has the equivalent function of religion in a community.

Public opinion is not simply the belief held by the dominant group in a community. In other words, it is not a majority viewpoint. At its best, it is a unanimous opinion or else it is a mosaic of all shades of opinion. Moulding public opinion is the avowed aim of public relations. It becomes especially important when there is a crisis or a problem. At that time, it is important to know what the public feels about the issue or problem at hand. In case, it is not favourable to the organization, it is essential to launch a public relations exercise to shape it favourably. Appeals to the physical, social and economic needs of people are said to be effective in bringing about such a change.

Check Your Progress

1. What do you mean by public opinion?
2. How is PR and public opinion related to each other?

10.3 HISTORY AND DEVELOPMENT OF PR IN INDIA

It is a fact that the actual, organized and systematic public relations practice began with the Indian Railways in India. To take an example, in England, the Great Indian Peninsular (GIP) Railways, ventured upon a campaign during the 1920s for showcasing India as an attractive spot for tourists. In the country, the Publicity Bureau of England, the Great Indian Peninsular Railways set up a travelling cinema that built open air shows at different places like at festivals and fairs. It even launched an extensive campaign in journal and newspaper advertising for creating publicity for India.

In the course of World War I which covered the period from 1914 to 1918, a Central Publicity Board was set up by the Government of India. It can be looked upon as being the pioneering organized PR/Information unit of the Indian government. Later, its name was changed to Central Bureau of Information, and at a future date, it became Bureau of Public Information. The function of this bureau was to act as a link between the government and the press. It performed the task to find out where and by whom the government's actions were being criticized. In effect, it collected information and provided feedback to the government. J. Natarajan of *The Pioneer*, Lucknow, was the first Indian to be appointed the Deputy Principal Information Officer of the Bureau. In 1938, a policy was formulated by the Bureau pertaining to the release of advertisements of the government.

Today, the public relations and publicity functions and the function of 'broadcasting, television, advertising, films and publications have been passed on to professionals. Post-independence, a separate ministry, the Ministry of Information and Broadcasting, was set up by the Government of India. In the Central Government's reorganization of the public relations and information system this was seen as a revolutionary step. In India, every union territory and state has its Department of Information and Public Relations.

In terms of the private sector, in pre-Independence, the house of Tatas formed a public relations department at their Head Office in Bombay in 1943. Publication of a monthly News Bulletin was started in 1944. Post-independence, the Public Relations Society of India was formed in Bombay in 1958. A few years later a Chapter of the Public Relations Society was organized in Calcutta. In the 1960s, Tata began organizing a PR course under the auspices of the Calcutta Management Association at the Bengal Chamber of Commerce offices. These were efforts on a local level.

The first national convention of public relations was held in New Delhi in 1968. The second Public Relations Conference was held in Madras in 1972 and was mainly concerned with the status and functions of public relations in the management hierarchy. The third was held in Calcutta in 1972 while the fourth

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was held in Bombay in 1974 on the theme towards a more responsible citizenship. Post-liberalization of the economy in the 1990s saw a period of growth for the public relations industry in India with major international firms entering the Indian market.

Check Your Progress

3. When did public relations practice begin in India?
4. Post-Independence, when did various national convention of public relations in India take place?

10.4 ANSWERS TO CHECK YOUR PROGRESS QUESTIONS

1. Public opinion has been defined as an aggregate of the views and beliefs held by an adult population. According to the American sociologist, Herbert Blumer, public opinion is a form of collective behaviour which is made up of those who are discussing a given public issue at any one time. Public opinion gained currency with the emergence of the notion of public as opposed to the mass and the community. The term, public opinion, is derived from the French expression, l'opinion publique, which was first used in 1588 by Montaigne. According to Ferdinand Tonnies, public opinion in an urbanised society has the equivalent function of religion in a community.
2. Public opinion is not simply the belief held by the dominant group in a community. In other words, it is not a majority viewpoint. At its best, it is a unanimous opinion or else it is a mosaic of all shades of opinion. Moulding public opinion is the avowed aim of public relations. It becomes especially important when there is a crisis or a problem. At that time, it is important to know what the public feels about the issue or problem at hand. In case, it is not favourable to the organization, it is essential to launch a public relations exercise to shape it favourably.
3. It is a fact that the actual, organized and systematic public relations practice began with the Indian Railways in India. To take an example, in England the Great Indian Peninsular (GIP) Railways, ventured upon a campaign during the 1920s for showcasing India as an attractive spot for tourists. In the country, the Publicity Bureau of England, the Great Indian Peninsular Railways set up a travelling cinema that built open air shows at different places like at festivals and fairs. It even launched an extensive campaign in journal and newspaper advertising for creating publicity for India.

In the course of World War I which covered the period from 1914 to 1918, a Central Publicity Board was set up by the Government of India. It can be looked upon as being the pioneering organized PR/Information unit of the Indian government.

4. The first national convention of public relations was held in New Delhi in 1968. The second Public Relations Conference was held in Madras in 1972 and was mainly concerned with the status and functions of public relations in the management hierarchy. The third was held in Calcutta in 1972 while the fourth was held in Bombay in 1974 on the theme towards a more responsible citizenship.

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10.5 SUMMARY

- Public opinion has been defined as an aggregate of the views and beliefs held by an adult population. According to the American sociologist, Herbert Blumer, public opinion is a form of collective behaviour which is made up of those who are discussing a given public issue at any one time.
- The term, public opinion, is derived from the French expression, *l'opinion publique*, which was first used in 1588 by Montaigne. According to Ferdinand Tonnies, public opinion in an urbanised society has the equivalent function of religion in a community.
- Public opinion is not simply the belief held by the dominant group in a community. In other words, it is not a majority viewpoint. At its best, it is a unanimous opinion or else it is a mosaic of all shades of opinion.
- It is a fact that the actual, organized and systematic public relations practice began with the Indian Railways in India. To take an example, in England, the Great Indian Peninsular (GIP) Railways, ventured upon a campaign during the 1920s for showcasing India as an attractive spot for tourists.
- In the course of World War I which covered the period from 1914 to 1918, a Central Publicity Board was set up by the Government of India. It can be looked upon as being the pioneering organized PR/Information unit of the Indian government.
- Today, the public relations and publicity functions and the function of 'broadcasting, television, advertising, films and publications have been passed on to professionals
- Post-independence, a separate ministry, the Ministry of Information and Broadcasting, was set up by the Government of India. In the Central Government's reorganization of the public relations and information system

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this was seen as a revolutionary step. In India, every union territory and state has its Department of Information and Public Relations.

- Post-independence, the Public Relations Society of India was formed in Bombay in 1958. A few years later a Chapter of the Public Relations Society was organized in Calcutta.
- In terms of the private sector, in pre-Independence, the house of Tatas formed a public relations department at their Head Office in Bombay in 1943. Publication of a monthly News Bulletin was started in 1944.
- The first national convention of public relations was held in New Delhi in 1968. The second Public Relations Conference was held in Madras in 1972 and was mainly concerned with the status and functions of public relations in the management hierarchy
- Post-liberalization of the economy in the 1990s saw a period of growth for the public relations industry in India with major international firms entering the Indian market.

10.6 KEY WORDS

- **Public opinion:** It consists of the desires, wants and thinking of the majority of the people. It is the collective opinion of the people of a society or state on an issue or problem.
- **The Great Indian Peninsula (GIP) Railway:** This was a predecessor of the Central Railway, whose headquarters was at the Boree Bunder in Mumbai. The Great Indian Peninsula Railway was incorporated on 1 August 1849 by an act of the British Parliament.
- **The Ministry of Information and Broadcasting:** This is a ministerial level agency of the Government of India responsible for the formulation and administration of rules, regulations and laws in the areas of information, broadcasting, the press and films in India.
- **Public Relations Society of India (PRSI):** It is the national association of PR practitioners which was established in 1958 to promote the recognition of public relations as a profession
- **The economic liberalisation in India:** This refers to the economic liberalisation, initiated in 1991, of the country's economic policies, with the goal of making the economy more market- and service-oriented, and expanding the role of private and foreign investment.

10.7 SELF ASSESSMENT QUESTIONS AND EXERCISES

Short Answer Questions

1. When did public opinion gain currency?
2. How does public relations favourably shape the public opinion?
3. Who was the first Indian to be appointed the Deputy Principal Information Officer of the Bureau of Public Information?
4. When was the Public Relations Society of India formed?
5. Write a short note on the contribution of the house of Tatas in the development of PR in India.

Long Answer Questions

1. Discuss the role of public union in raising the issue of public importance.
2. "Moulding public opinion is the avowed aim of public relations." Justify this statement.
3. Analyse critically the history and development of PR in India.

10.8 FURTHER READINGS

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UNIT 11 PR HISTORY AND ROLE IN MANAGEMENT

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- 11.2 Role and Functions of PR in Management
 - 11.2.1 Public Relations as a Management Function
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- 11.4 Answers to Check Your Progress Questions
- 11.5 Summary
- 11.6 Key Words
- 11.7 Self Assessment Questions and Exercises
- 11.8 Further Readings

11.0 INTRODUCTION

Public Relations (PR) plays a vital role in management and it can be understood as the management function that evaluates public attitudes and informs the management about public opinion. It formulates the policies and procedures of an organization to attract public interest, and accordingly executes a program of action. Baskin, Aonolf, and Lattimore have aptly defined public relations as a “management function that helps achieve organizational objectives, define philosophy, and facilitate organizational change by communicating with all relevant internal and external public to develop relationships and to create consistency between organizational goals and societal expectations.”

On several occasions, due to poor public relations practices in the management, even those schemes and initiatives launched by the government to bring in transformative changes among the people couldn't succeed. Management needs to understand how an organised and well-calibrated PR can remove any apprehensions that people may have. Many a times, this problem arises because PR professionals do not play a direct role in the management of the enterprise despite the fact that they are involved in a wide-range of activities aimed at enhancing public perception about the concerned enterprise. They should be treated at par with regular working staff.

It is also important that every organization should have a PR policy to achieve good relations with the public. In today's competitive market and growing expectations of the people, a good PR policy is the need of the hour.

This unit introduces you to issues about the role and functions of PR in management and the need of an effective PR policy.

11.1 OBJECTIVES

After going through this unit, you will be able to:

- Discuss the role and functions of PR in management
- Analyse public relations as a management function
- Interpret the significance of PR policy in the organization

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11.2 ROLE AND FUNCTIONS OF PR IN MANAGEMENT

Public Relations has an important role to play in a developing country like India. Countries like India are underdeveloped not simply because they lack technology or resources but also because they are educationally underdeveloped too. Education creates the right attitude towards change. It helps people to understand change without getting unnecessarily scared of it. As all developmental efforts bring about a change either in the workplace or in the society as a whole, it is essential that people do not misread change as a threat to their survival. Herein public relations can play an important role.

A public relations professional can function as an expert in resolving disputes at the workplace and in the society. Management should also look into this aspect. A case in point is the resistance by government servants to the computerisation of government offices by the then government of India under the former Prime Minister Rajiv Gandhi. Government employees mistakenly thought that once computers would come there would be no need of human workers. So, they feared retrenchment from job. But once computers were introduced, they realised how mistaken they were in thinking so.

Another case in point is the family planning programme launched during the Emergency in India. The launch of the programme created so many apprehensions that people resented this move as an encroachment of the then government on their personal and human rights. As a result of this popular upsurge of resentment, the then ruling party lost the General Elections to the Indian Parliament in 1977. The word, Family Planning, itself acquired so pejorative a value in popular consciousness that the governments henceforth dropped its usage and instead started using the phrase 'Family Welfare'. Unfortunately, with the failure of that programme, governments thereafter put it on the back burner with the result that India today is on the way to become more populous country than China. Had the public relations department of the then government done its job well, India would have been able to downsize its population and also the number of poor people. So, it is not only private enterprises but even governments which need the services of public relations officials to achieve the goal of national development.

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11.2.1 Public Relations as a Management Function

Public relations is a part of the communication management. Without an effective communication, no group can work as a team. It is communication which makes all organized activity happen. By establishing a bridge of understanding between the organization and its internal and external publics, public relations communication galvanises the work of an organization and helps it to achieve its goals without any impediments. In many organizations, public relations professionals do not play a direct role in the management. It is high time public relations is treated in the same way as staff of line function.

As per the Public Relations Society of America, the following activities fall within the ambit of its management function:

- Anticipating, analysing and interpreting public opinion, attitudes and issues which might affect, for good or ill, the operations and plans of organizations;
- Counselling management at all levels in the organization with regard to policy decisions, courses of action and communication, taking into account their public ramifications and the organization's social or citizenship responsibilities;
- Researching, conducting and evaluating, on a continuous basis, programmes of action and communication, to achieve informed public understanding, necessary to the success of an organization's aims;
- Planning and organizing the organization's efforts to influence or change public policy; and
- Managing human resources to meet all of the above objectives.

11.2.2 Benefits and Limitations of Public Relations

The main benefits that any organization can derive from public relations are:

- Public relations helps organizations to gauge public perceptions. As a corollary of this, we can say that public relations helps people to be heard on vital issues that concern them. In other words, it becomes the voice of the public.
- By highlighting the good work being done by an organization, public relations helps an organization to build its brand image in the eyes of the various publics.
- By troubleshooting differences between an organization and its publics, public relations irons out differences in the relationship between the two and makes the atmosphere conducive for work.
- By facilitating free flow of information between the organization and each of its publics, public relations creates the image of a transparent organization.

- By negotiating in critical situations, public relations can help change attitudes of individuals for the better.
- It can make organizations responsive to public needs by awakening social conscience in the managements.
- It can remove misconceptions of the public by disseminating full and authentic information.
- It can make employer-employee relations cordial, thereby preventing labour unrest.

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Limitations of Public Relations

- Public relations communication is only a staff function which can facilitate interaction between the organization and its respective publics. It cannot perform on behalf of the line management. It is the line management which needs to take action in consonance with the sentiments of the various publics, as advised by public relations professionals.
- Public relations professionals cannot be expected to rush in all the time. Organizations need to build long-term relationship with their respective publics instead of adopting an ad-hoc approach towards public relations. If an organization ignores the sentiments of its publics and takes note only when it rises in revolt, public relations professionals will not be able to deliver much.
- Public relations professional cannot perform when the top management takes a very dim view of public relations. In many organizations, particularly in India, public relations professionals are kept busy with either feeding press releases to the mass media or taking care of tour arrangements of the top management.
- Public relations professional cannot perform also when they are not allowed to perform their advisory role. Public relations officers are the eyes and ears of an organization as much as they are its mouthpiece. So, if public relations professional have to perform well, managements must listen to their information input at the time of planning and taking operational decisions. But, many top managements think it below their dignity to give that kind of importance to the Public relations department of their organizations.

Check Your Progress

1. How does public relations function as an expert in resolving disputes?
2. List some of benefits that an organization can derive from public relations.

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11.3 PR POLICY

To achieve good relations with the public, an individual or an organization should place the interests of people first in every decision and action. Management has to establish policies that reflect the philosophy of serving the public interest. However, only good actions are not enough. They should be effectively communicated to the public to gain their understanding and acceptance. There should also be enough feedback to know that the people have a balanced and fair view of the organization.

In addition to a general public relations policy, it is essential to have specific policies for specific publics. Policies are required for employee relations; stockholder relations; buyer, supplier, dealer relations; educational relations; consumer relations and press relations. A primary responsibility is to ensure that PR policies are understood, accepted and intelligently applied in developing good relations with people inside as well as outside the organization. The execution of a public relations policy is the responsibility of everyone connected with an organization.

11.3.1 Multi-Dimensional Performance of PR

Whatever the nature and purpose of the organization, area of PR activities is broad. PR performs the following roles in the organization. These are:

- (i) To establish and maintain a correct image of the organization, its personnel, products or services.
- (ii) To monitor the opinion of the public and convey this information to management.
- (iii) To advice management on communication techniques and related problems.
- (iv) To inform the public about the various activities, policies, services, products or personalities.

It must be admitted that the success of these roles implies that there is the need for PR-minded management. No PR can continue to function or survive without the active support of the management.

In any organization, commercial or non-commercial, the PR person should be appointed because the management needs his special communication skills and techniques. In turn, the PR person must prove his ability to enable the management to run a successful organization.

Simply put, public relations is a dynamic profession that demands a continuing study of public thinking, action and reaction to an organization. In practice, public relations is constantly changing and developing. It is also subject to the errors and uncertainties of any profession. PR, it is often said, humanizes an organization and helps to give the faceless entity a touch of warmth and a soul of its own. Although it is not a watchdog in the usual sense, PR ensures that an organization functions to

serve the primary needs of people who are dependent upon it for employment, wages, income, goods and services for social and, sometime, even spiritual satisfaction.

Check Your Progress

3. What is the need of having a PR policy in an organization?
4. What roles does PR perform in the organization?

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11.4 ANSWERS TO CHECK YOUR PROGRESS QUESTIONS

1. A public relations professional can function as an expert in resolving disputes at the workplace and in the society. Management should also look into this aspect. A case in point is the resistance by government servants to the computerisation of government offices by the then government of India under Late Shri Rajiv Gandhi. Another case in point is the family planning programme launched during the Emergency in India. The launch of the programme created so many apprehensions that people resented this move as an encroachment of the then government on their personal and human rights. Unfortunately, with the failure of that programme, government thereafter put it on the back burner with the result that India today is on the way to become more populous country than China. Had the public relations department of the then government done its job well, situations would have been different.
2. The main benefits that an organization can derive from public relations are the following:
 - Public relations helps organizations to gauge public perceptions. As a corollary of this, we can say that public relations helps people to be heard on vital issues that concern them. In other words, it becomes the voice of the public.
 - By highlighting the good work being done by an organization, public relations helps an organization to build its brand image in the eyes of the various publics.
 - By troubleshooting differences between an organization and its publics, public relations irons out differences in the relationship between the two and makes the atmosphere conducive for work.
 - By facilitating free flow of information between the organization and each of its publics, public relations creates the image of a transparent organization.
 - By negotiating in critical situations, public relations can help change attitudes of individuals for the better.

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3. To achieve good relations with the public, an individual or an organization should place the interests of people first in every decision and action. Management has to establish policies that reflect the philosophy of serving the public interest. However, only good actions are not enough. They should be effectively communicated to the public to gain their understanding and acceptance. There should also be enough feedback to know that the people have a balanced and fair view of the organization. A primary responsibility of management is to ensure that PR policies are understood, accepted and intelligently applied in developing good relations with people inside as well as outside the organization. The execution of a public relations policy is the responsibility of everyone connected with an organization.
4. PR performs the following roles in the organization. These are:
 - i. To establish and maintain a correct image of the organization, its personnel, products or services.
 - ii. To monitor the opinion of the public and convey this information to management.
 - iii. To advice management on communication techniques and related problems.
 - iv. To inform the public about the various activities, policies, services, products or personalities

11.5 SUMMARY

- Public Relations has an important role to play in a developing country like India. Countries like India are underdeveloped not simply because they lack technology or resources but also because they are educationally underdeveloped too
- A public relations professional can function as an expert in resolving disputes at the workplace and in the society. Management should also look into this aspect. A case in point is the resistance by government servants to the computerisation of government offices by the then government of India under the then Prime Minister Rajiv Gandhi.
- Another case in point is the family planning programme launched during the Emergency in India. The launch of the programme created so many apprehensions that people resented this move as an encroachment of the then government on their personal and human rights.
- Public relations is a part of the communication management. Without an effective communication, no group can work as a team. It is communication which makes all organized activity happen

- Public relations professionals cannot be expected to rush in all the time. Organizations need to build long-term relationship with their respective publics instead of adopting an ad-hoc approach towards public relations.
- To achieve good relations with the public, an individual or an organization should place the interests of people first in every decision and action. Management has to establish policies that reflect the philosophy of serving the public interest.
- A primary responsibility is to ensure that PR policies are understood, accepted and intelligently applied in developing good relations with people inside as well as outside the organization. The execution of a public relations policy is the responsibility of everyone connected with an organization.
- Whatever the nature and purpose of the organization, area of PR activities is broad. PR performs the following roles in the organization.
- It must be admitted that the success of these roles implies that there is the need for PR-minded management. No PR can continue to function or survive without the active support of the management.
- In any organization, commercial or non-commercial, the PR person should be appointed because the management needs his special communication skills and techniques. In turn, the PR person must prove his ability to enable the management to run a successful organization.
- Simply put, public relations is a dynamic profession that demands a continuing study of public thinking, action and reaction to an organization. In practice, public relations is constantly changing and developing.
- Although it is not a watchdog in the usual sense, PR ensures that an organization functions to serve the primary needs of people who are dependent upon it for employment, wages, income, goods and services for social and, sometime, even spiritual satisfaction.

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11.6 KEY WORDS

- **Family Planning:** The practice of controlling the number of children one has and the intervals between their births, particularly by means of contraception or voluntary sterilization.
- **The Public Relations Society of America:** This is a non-profit trade association for public relations professionals. It was founded in 1947 by combining the American Council on Public Relations and the National Association of Public Relations Councils.

11.7 SELF ASSESSMENT QUESTIONS AND EXERCISES

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Short Answer Questions

1. How does a bad PR exercise damage the reputation of an organization?
2. Write a short note on the limitations of public relations.
3. Why does a company or organization need a well-calibrated PR policy?

Long Answer Questions

1. Discuss public relations as a management function.
2. Analyse critically how public relations can be used to maximize the gains of the company or organization.
3. “No PR can function without the active support of the management.” Justify this statement.

11.8 FURTHER READINGS

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BLOCK - IV
STRUCTURE OF PR AND ITS TRENDS

*Structure and Functions
of a PR Department*

**UNIT 12 STRUCTURE AND
FUNCTIONS OF A PR
DEPARTMENT**

NOTES

Structure

- 12.0 Introduction
- 12.1 Objectives
- 12.2 PR Department in Government and Public Sector
 - 12.2.1 Ministry of Information and Broadcasting (GOI)
- 12.3 PR Department in Private Sector
 - 12.3.1 PR Department in Defence Establishments
 - 12.3.2 Role of PR in Educational Institutes
 - 12.3.3 Role of PR in Hospitals
 - 12.3.4 Role of PR in Political Parties
- 12.4 Answers to Check Your Progress Questions
- 12.5 Summary
- 12.6 Key Words
- 12.7 Self Assessment Questions and Exercises
- 12.8 Further Readings

12.0 INTRODUCTION

Today Public Relations (PR) department plays an important role in the government, public and private sector organizations. In a democracy, its contribution is all the more significant as Government has to communicate various programmes, policies and achievements to the people. As the stakes are high for every shareholder in initiatives and schemes which are launched by the government, a professionally managed PR department becomes indispensable. In the event of crisis and troublesome situations, its role becomes all the more important. Government of India's Ministry of Information and Broadcasting (I & B) is a powerful organization which is mandated to communicate various news and views through its various wings. Various privately-owned institutions have PR departments which are manned by experts in the field. One can see PR team in hospitals, educational institutes like colleges and universities disseminating communication to the concerned groups and stakeholders. Various public sector units have skilled professionals in their PR department. Thus we see that in both the public and private sector, PR practices have emerged as a vital tool to enhance their image in the public.

This unit aims at analysing the structure and functions of PR department in government, public and private sector.

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12.1 OBJECTIVES

After going through this unit, you will be able to:

- Discuss structure and functions of PR department in government and public sector
- Analyse the role of PR department in various industries of the private sector

12.2 PR DEPARTMENT IN GOVERNMENT AND PUBLIC SECTOR

The first organization that needs public relations is the government so that it can maintain good relations with the citizens of the country. Rarely are such actions of a government as a whole actually referred to as public relations despite the fact that the activity being performed is of building public relations. The various ministries of the Government of India have their own public relations departments that take care of tasks from designing and sending out press releases to sorting out ministry-related citizen complaints.

For a democratic government that reflects the opinion of the majority of people, provision for public relations seems to be a natural and a welcome choice.

In America, after the Civil War, local and federal governments carried numerous public relations exercise. Several promotional and publicity campaigns were launched by different federal departments as well as by states and cities. For example, to attract new residents, campaigns were conducted extensively by California. It is to be noted that same efforts were taking place in the business world during those times. There were public relations specialist, press secretary, press agent, promoter and even publicity agent.

By 1913, in America, a number of interest groups and political activists started to display public concerns on the government's growing involvement in public relations. They felt that government PR was specifically aimed at influencing legislative decisions. This led to a lobbying of Congress to enforce strict limits on public relations related spending by the government.

This led to the Gillett Amendment. While it was considered as an attempt to stop funding for government's public relations practices, it did not prohibit it. It simply said, 'Appropriated funds may not be used to pay a publicity expert unless specifically appropriated for that purpose.'

During World War I, all the warring nations extensively indulged in war propaganda. The irony was that when the First World War came to a close, the hugely successful propaganda efforts motivated a large number of businesses to

increase their public relations efforts. At the same time, there was a massive backlash against propaganda by the government amid a rising fear of manipulation.

While public relations activity was increasingly being used by businesses, it was commonly assumed that if public relations was practiced by businesses or non-profit organizations, it was good and if practiced by governments, it was to be looked upon with suspicion.

The suspicion towards government public relations led the federal government in America to refrain from employing public relations in any activity. Consequently, government stopped using the term public relations. But it continued to perform the activities that had previously fallen in the ambit of public relations. This resulted in activities with different labels which were 'new and less-offensive and more public-spirited labels.' The most commonly used alternative to the term public relations was 'public information.'

Even today, designations/titles used for public relations personnel in government have nothing to do with the term PR. Here are some examples:

- Client relations managers
- Communication specialists
- Community facilitators
- Community relations coordinators
- Constituent liaisons
- Public affairs managers
- Public affairs officers
- Public information officers
- Public information specialists
- Publication specialists

A study conducted by the US Office of Management and Budget reveals that more than 5,000 federal employees have the official designation of 'information specialists.' The study also found that 'the total number of federal employees doing work would be considered public relations in the private sector which would be at least five to seven times that number.'

Meanwhile, local and state administration enacted laws and regulation for the purpose of restricting the government's public relations practices. In America, as of today, there are very few job titles or agency names within the government that employ the use of the term 'public relations'. But there is no dearth of titles like public information specialists and public information officers across the local and state governments.

In America, there is no denying the fact that government communicators have the capacity to make a huge impact on the lives of people. Consider the following examples:

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- People, who are in need, get to know about their eligibility for free medical care or free food from reading brochures distributed by the government. The brochures could be for Medicaid, Medicare, Surplus Commodity Distribution Programme, the Women, Infants and Children (WIC) Supplementary Food Programme or Food Stamps.
- Many victims have been saved and provided timely help from further abuse, or even death, thanks to public service announcements on television about elder abuse, spouse abuse and child abuse. They use toll-free hotlines. They report any abuse they come across in their day-to-day-life.

Another example is of people being ‘saved from using defective products – whether a bean bag inadvertently filled with toxic beans or a car whose fuel line is likely to rupture and start an engine fire – because of news releases or press conferences by the Consumer Product Safety Commission, the National Transportation Safety Board, or their counterparts at the state or local levels.’

It doesn’t mean that every communication from the government is as meaningful as mentioned above. Many a times, communication is just plain routine, boring and dull. The information about how a new tax form is to be filled or publicity regarding new members who have been appointed to various boards and commissions could fall in this category.

Nonetheless, the policies, issues and information which government communicators handle have a significant impact on the daily lives of the public.

12.2.1 Ministry of Information and Broadcasting (GOI)

We can broadly categorize the Ministry of Information and Broadcasting’s activities under three sectors namely, the films sector, the broadcasting sector and the information sector. The functions that every sector performs are complementary to the other two sectors. The functioning of each of the three sectors rests on specialized media units and their affiliated organizations. I&B Ministry virtually functions as the PR department of Government of India.

In a developing country like India, communication of Government programmes, achievements and expectations are important. Similarly, communication from and to the economic sector - public sector, NGOs, public utilities, academic bodies, etc. — is of vital importance. This is meant to ‘inform, motivate, change the mind set and finally seek public support for achieving the objectives of these organizations.’

Post-Independence, a need was felt by the multinational companies that had been operating in India for some years, for communicating with the Indian people in a manner which was more meaningful. For the purpose of adjusting their corporate policies to India’s democratic structure, such companies increasingly resorted to public relations. In 1943, Tata the Indian business giant already had a public relations department in Mumbai. It was headed by Minoos Masani.

Public sector has contributed enormously to the birth, evolution and growth of public relations in India. Public relations in its true sense started with PSUs like HMT, BHEL, Bhilai Steel Plant, followed by NTPC, Indian Oil, VSNL, NHPC and ONGC. Bodies such as SCOPE and Public Sector Public Relations Forum have shown a remarkable contribution to the professionalization of PR discipline.

In 1958, Public Relations Society of India (PRSI) was constituted at the apex level. This is the body (national association) responsible for the professional development of communication specialists and public relations practitioners. Its task is also to advance public relations as an integral management function. Currently, it has a membership base of over 3000 and its operations are conducted by 24 regional chapters across India.

There still exist some specific areas where public relations has not fully penetrated. According to C.K. Sardana, 'These include strengthening programmes for training in this field, publication of literature on PR by seasoned practitioners and academics, case studies on PR situations in Indian companies, equipping PR departments with professionally-trained personnel as well as latest communication equipment falling in the category of information technology and, above all, continuous trust and support by the management. All these are important for enabling the PR personnel to perform their role effectively, particularly in the present and future marked by fierce competition both nationally and internationally.'

Check Your Progress

1. Why does government keep PR department?
2. Why were interest groups and political activists against government public relations in America?
3. List some of the titles/designations which are used in America in place of public relations?
4. How is PR department functioning in Indian government?
5. Why was Public Relations Society of India (PRSI) constituted?

12.3 PR DEPARTMENT IN PRIVATE SECTOR

Organizations express themselves in different ways and the reputation that they acquire is created over a substantial period of time. An organization's image or reputation is a cumulative essence of its 'history, philosophy, ethical values, ownership, people, technology and performance.'

In an ideal situation, the identity of an organization reflects its inner truth. An organization's corporate identity is not seen just through visual elements but it is also identified by visual symbols and signs that can provide them with an edge in the competitive market.

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Organizations often strive to seek a new identity. Diversification, entering a new field, acquisitions and mergers, major technological changes could be reasons for such desire and will lead to the ability to survive and grow in the fiercely competitive world.

The fall in brand loyalty can also drive the company to develop a strong corporate identity. Generally, a company with a trusted public perception has a definite market slot.

Corporate identity also helps to express the company in human terms. It displays the organization's management style and work culture. Companies like Tata are successful because they have identities that are distinctive and are born out of long-standing and widely held values and beliefs.

Corporate image is a mental perception which is created as a result of people's knowledge and experience of the company. Creating a desired corporate image is a matter of firm commitment to a corporate life style and culture in policy and action.

For an organization to create a healthy and trustworthy image, it has to ensure that all its good deeds are known to all. In case, its name is maligned, the company should be able to clear its tarnished image. For such purpose, the best tool that the corporate sector has is corporate communication.

Corporate communication is a set of activities involved in coordinating internal and external communication for building a positive perception among the stakeholders of the company. Corporate communication disseminates the same message to all its audience which includes employees, media, channel partners and the general public. It is important to know that public relations is a part of corporate communication.

Corporate public relations deals with issue management and media relations. A public relations specialist's role is generally to remain in touch with the general public and communicate with them in such ways that will be in favour of the company's interest. Therefore, in public relations several areas of specialization are incorporated which provide company's information to the public. These areas of specialization include media relations, issues management, events and sponsorships.

Issues management

A major role performed by the public relations practitioners is to ensure that the organization maintains its relevance for the attributes and traits that the company is built on and represent its competitiveness and perceived distinctiveness with the public. Nowadays, public relations specialists are immensely participating in aiding organizations with strategic issues management – public concerns about their activities that are frequently magnified by special interest groups and NGOs.

Therefore, the public relations specialists' role also encompasses management of issues, namely the 'set of organizational procedures, routines, personnel and issues.' When we refer to the term strategic issue, we mean an issue that pushes an organization to handle it since it creates 'a conflict between two or more identifiable groups over procedural or substantive matters relating to the distribution of positions or resources.'

Media relations

In order to forge better relationships with the media, companies need to develop relations that are positive with such members of the media who are influential. The task of doing this might be entrusted to the organization's employees who are part of the media relations department or they could be entrusted to a public relations firm.

Company/spokesperson profiling

Such 'public faces' are looked upon as authorities of the field or sector in which they operate and they can make it sure that the organization or company remains in limelight. For this purpose, they perform the following:

- (i) Managing content of corporate websites and/or other external touch points
- (ii) Managing corporate publications - for the external world
- (iii) Managing print media

12.3.1 PR Department in Defence Establishments

The defence establishment of a nation is always kept out of the public eye and only selective information about it is revealed to the citizens or the governments of other nations. All kinds of information about the defence establishment has to come from its spokesperson only.

Defence public relations plays the role of keeping the citizens updated on all such issues that it deems fit for ensuring peace and order within the nation. For example, the Indo-Pak border ceasefire violations are revealed to the nation only to the extent and in a manner that public sentiments are not flared, while ensuring that the news story does not further deteriorate relationship with the neighbouring country.

Let us take another example. The Republic Day Parade is also a public relations activity in which the strength of the army, navy and air force of the country is displayed for the citizens and the world

The public relations of the armed forces does not stay limited to the above-mentioned example. Inter-department and inter army (army, navy and air force) public relations is also of great importance to ensure that all three work in a synchronized manner.

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Here is a newspaper story writing based on a statement released by defence public relations office.

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Exhibit 12.1

Terror alert: Defence establishments, airport security beefed up in city

Tuesday, 27 August 2013 - 1:53am IST | Place: Pune | Agency: DNA

Measures to continue during festival season

Threat alerts given by intelligence sources have prompted authorities to beef up security at major defence installations in the city and Lohegaon airport.

A statement released by defence public relations officer on Monday stated that security will remain enhanced at these places during the festival season.

Defence authorities will be carrying out random identity checks of civilians and military personnel who will be travelling through defence areas, including Pune cantonment.

However, the defence statement made it clear that army personnel will not be carrying out actions like checking of vehicle documents, wearing of helmets and driving within speed limit.

According to the Lohegaon airport officials, all the major airports in the country are being put on high alert after receiving specific intelligence that militants may use female suicide bombers to carry out attacks at London's Heathrow airport.

A Central Industrial Security Force (CISF) officer said, 'As Pune civil airport shares the runway with the Indian Air Force's Pune airbase, it is hyper sensitive. Hence, we have beefed up the security at the airport. Profiling of every passenger is being carried out and four quick response teams have been deployed at the airport.'

12.3.2 Role of PR in Educational Institutes

In India, the educational sector is expanding. It begins from the kindergarten, nursery and moves up to high schools, colleges, B-schools and other professional courses. Schools, colleges and vocational centres funded privately or by the government can be found across the country.

In the current times, educational institution should have a good public relations practices especially in urban areas where education is an important factor for placement and survival. Now, with higher education and college education gaining great importance, there are various challenges that have emerged for educational institutions. In the present scenario, universities are faced with several challenges. The main three challenges that universities face are related to research, service and teaching. Public relations is used for the purpose of promoting or creating the brand image of a university or educational institute. In comparison to other forms of advertising, public relations is an expensive activity. Significantly, research has shown that people display more trust in a public relations activity than in any other paid activity for advertisement. Hence, educational institutes should properly utilise its PR department.

In educational institutes, both internal and external public relations are employed. Internal public relations encompasses all communication that takes place among the employees of an organization. External public relation implies maintaining favourable relations with those outside the institute.

As a part of internal public relations activity, institutions hold events for the members of the organization for encouraging motivation, building good rapport and smooth mutual communication. Some tools that can come to the aid of internal public relations are e-mails, news releases and faculty meetings, to name a few.

Internal public relations aims at establishing complete understanding of the goals and objectives of the organization, creation of unity among the employees, creating awareness about the organization's activities and its performance.

In an educational institute's external public relations, we could consider all such activities that the institute performs for the purpose of remaining in public eye like sending press releases, organizing conferences, holding events and others.

Nowadays, institutions have alumni cells that organize events, have their own website, send out mails and circulars and perform all other tasks which help them to remain in contact with the students who have passed out from the institute. This provides the institute a boost to its brand image and also enables it to get good placements for the students who have passed out of the institute.

The Internet has played a major role in making the task of public relations in educational institutions both demanding and precise. Use of social media sites, blog and pod-cast are tools that are widely used by public relations professional giving them a wide reach.

Future Trends

In the age of technology, the Internet is used by almost everyone. With the use of Internet anyone can become a publisher. It is for the public relations practitioners to ensure that they know how to efficiently employ the Internet for the purpose of addressing all client-related issues.

In the education sector, the clients expect more from the public relations practitioners. As the media is transforming, they might expect to get exclusive access to certain information. Huge amount of information will flow in all directions and there will be need for information transparency. Public relations practitioners today struggle to understand what impact the Internet has had along with such tools of communication that come with it, for example, virtual communities. All this will change the very face of communication.

12.3.3 Role of PR in Hospitals

A hospital comprise staff members, patients and relatives and the governing board. It also includes all such groups that form a part of other government/social organizations.

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It is a fact that the patients, relatives and the community at large generally form an opinion of the hospital which is based on their impression that comes from their initial contact with Outpatient Department of Accident and Emergency or the enquiry office.

A hospital is generally judged on the standard of efficiency or courtesy offered by its various departments. Equally important is the inpatient area. Yet, the first point of contact is not the inpatient department and this department receives less attention as far as public relations point of view is concerned.

Generally, the complaints that are common and are capable of greatly affecting the image of a hospital are:

- (i) The staff is negligent with patient care.
- (ii) There is unnecessary delay in providing services
- (iii) Both the hospital management system and information system are poor.

However, the above-mentioned complaints can be resolved.

Besides, it is believed that approximately 80 per cent of the problems that the management faces in a hospital have implications related to public relation. Since every hospital is a part of society and is established for serving the society, the hospital must make itself capable of meeting the society's expectations and providing total satisfaction to the society. Hence, good service, fair treatment of employees and staff, strong working practices cannot be enough in the absence of a strong public relations programme which will facilitate in creating good publicity, public awareness and resolving crisis for the hospital.

Today, with the rapidly changing times, the need for public relations has greatly increased. With increasing number of patients visiting the hospitals, communication is becoming difficult. Higher levels of education have raised the expectations of the people visiting hospitals. Also, there is development in the techniques of communication which is another reason why public relations is much needed to be introduced and strengthened in hospitals.

Every employee of the hospital plays a vital role in making public relations successful. For instance, if every employee of the hospital works diligently, this will help in garnering the confidence of the public. Further, the primary responsibility remains a joint responsibility of 'trustee, the administration and the concerned public relations staff.' The secondary responsibility lies with other hospital functionaries. It is also for the clinicians to have active involvement in hospital public relations efforts since it is they who are the actual viable and visible links for the visitors, families and patients and the representatives, therefore, to the entire community.

A hospital can enhance its public relations in various ways. High quality patient care can improve public relations. This is a *sine qua non* which means that it is an indispensable and essential action. Also, every possible courtesy must be shown to the visitors which again help in building a good image of the hospital. It

is important for persons holding the various posts that they are available at the place. For example, the person handling the reception should be at the reception at all times. In addition, there should a telephone operator to take calls promptly and immediately respond to caller queries.

In hospitals, proper sanitation, cleanliness and other physical comforts are some of the features that convey a good impression to the patients. Clean and well-maintained surroundings add to a good impression and a great form of unspoken public relations. Another thing that hospitals can do to further good public relations is to combine various functions at a single window such as establishing the admission office, enquiry and reception as one unit headed by a well trained staff. From the point of view of public relations, the area which is most sensitive is the Outpatient Department (OPD) and it requires special attention and care with highly trained personnel handling all its functions.

It is also good to provide in the hospital a grievances redressal counter, where patients and their relatives can put forth their complaints.

Patients who come to the emergency or casualty ward will be emotionally distraught and will possess a sense of anxiety and urgency. Hence, it is essential that this department is well-equipped and staffed at all times. It is also a good idea to further public relations by making available a hospital information booklet which has helpful information for patients and their relatives.

There are various other ways in which a hospital can perform good public relations. Some of them are:

- (i) Ensuring priorities in admission on need basis
- (ii) Maintaining cleanliness
- (iii) Effective prevention/handling of complaints and suggestions
- (iv) Providing good food to patients and it is served well
- (v) Providing health-related information
- (vi) Providing flexible visiting hours for serious patients
- (vii) Maintaining reception for the visitors of the patients

In a hospital, good public relations enhances the name of the hospital and helps in speedy recovery of the patients. Patients select a medical provider or hospital based on trust. In case the medical provider is chosen for the patient, the trust still needs to be built once the patient interacts with the medical facility. It is precisely because the trust factor is so important that public relations is the most effective form of marketing available for hospitals and health care providers. So, for more reasons than just the hospital's reputation, every person who is part of the hospital must practice good public relations for the hospital.

12.3.4 Role of PR in Political Parties

A number of political parties employ public relations as an influential means of communication and as a tool for garnering political support for the party. Some

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tools of public relations that political parties employ are the World Wide Web, protests, rallies, meetings and campaigning, interviews, house visits and drives.

Advertising campaign draws on techniques from commercial advertising and propaganda. The avenues available to political campaigns when disseminating their messages is limited by the law, available resources and the imagination of the campaigns participants. These techniques are often combined in a formal strategy known as the campaign plan. The plan takes account of a campaign's goal, message, target audience and the resources available. The campaign will typically seek to identify supporters at the same time as getting its message across.

For political parties it is important to portray a likeable, efficient, trustworthy image to the people so that their support can be gathered. The plans and programmes, agenda, memorandum of the party should also be made known to the people so that they can make decisions regarding the party. In a crisis situation, the political parties employ public relations to get them out of tight spots. The work that they do when a disastrous situation hits a region is also the part of public relations, besides being the role that they actually play for alleviating the situation.

Political parties generally have their own spokespersons who are experienced, well liked and trusted by the public and they are the ones who represent the political party. This representation could be in a television interview, a statement in a newspaper, a twitter comment, or any other traditional or non-traditional form.

Political parties also practice inter and intra-party public relations. Inter party public relations is generally to ensure the smooth running of the national mechanism. It helps to prevent arguments, interparty crisis situations and helps to arrive at a mutually agreeable solution which is for the good of the nation.

It is important to note that whether a political party is in power or in opposition, it could maintain a favourable image by practicing a good public relations.

Check Your Progress

6. What is corporate communication?
7. What is the role of defence PR?
8. How is PR used in educational institutes?
9. List various ways in which a hospital can perform good public relations.

12.4 ANSWERS TO CHECK YOUR PROGRESS QUESTIONS

1. The first organization that needs public relations is the government so that it can maintain the desired relations with the citizens of the country. Rarely are such actions of a government as a whole actually referred to as public relations

despite the fact that the activity being performed is of building public relations. The various ministries of the Government of India have their own public relations departments that take care of tasks from designing and sending out press releases to sorting out ministry-related citizen complaints.

For a democratic government that reflects the opinion of the majority of people, provision for public relations seems to be a natural and a welcome choice.

2. In America, after the Civil War, local and federal governments carried numerous public relations exercise. Several promotional and publicity campaigns were launched by different federal departments as well as by states and cities. For example, to attract new residents, campaigns were conducted extensively by California. It is to be noted that same efforts were taking place in the business world during those times. There were public relations specialist, press secretary, press agent, promoter and even publicity agent. By 1913, in America, a number of interest groups and political activists started to display public concerns on the government's growing involvement in public relations. They felt that PR was specifically aimed at influencing legislative decisions. This led to a lobbying of Congress to enforce strict limits on public relations related spending by the government. This led to the Gillett Amendment. While it was considered as an attempt to stop funding for government's public relations practices, it did not prohibit it. It simply said, 'Appropriated funds may not be used to pay a publicity expert unless specifically appropriated for that purpose.'
3. Even today, designations/titles used in America for public relations personnel in government have nothing to do with the term PR. Here are some examples:
 - Client relations managers
 - Communication specialists
 - Community facilitators
 - Community relations coordinators
 - Constituent liaisons
 - Public affairs managers
 - Public affairs officers
4. I&B Ministry virtually functions as the PR department of Government of India. In a developing country like India, communication of Government programmes, achievements and expectations are important. Similarly, communication from and to the economic sector - public sector, NGOs, public utilities, academic bodies, etc. — is of vital importance. This is meant to 'inform, motivate, change the mind set and finally seek public support for achieving the objectives of these organizations.'

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5. In 1958, Public Relations Society of India (PRSI) was constituted at the apex level. This is the body (national association) responsible for the professional development of communication specialists and public relations practitioners. Its task is also to advance public relations as an integral management function. Currently, it has a membership base of over 3000 and its operations are conducted by 24 regional chapters across India.
6. Corporate communication is a set of activities involved in coordinating internal and external communication for building a positive perception among the stakeholders of the company. Corporate communication disseminates the same message to all its audience which includes employees, media, channel partners and the general public. It is important to know that public relations is a part of corporate communication.
7. Defence public relations plays the role of keeping the citizens updated on all such issues that it deems fit for ensuring peace and order within the nation. For example, the Indo-Pak border ceasefire violations are revealed to the nation only to the extent and in a manner that public sentiments are not flared, while ensuring that the news story does not further deteriorate relationship with the neighbouring country. The Republic Day Parade is also a public relations activity in which the strength of the army, navy and air force of the country is displayed for the citizens and the world
8. In the current times, educational institution should have a good public relations practices especially in urban areas where education is an important factor for placement and survival. Now, with higher education and college education gaining great importance, there are various challenges that have emerged for educational institutions. In the present scenario, universities are faced with several challenges. The main three challenges that universities face are related to research, service and teaching. Public relations is used for the purpose of promoting or creating the brand image of a university or educational institute. In comparison to other forms of advertising, public relations is an expensive activity. Significantly, research has shown that people display more trust in a public relations activity than in any other paid activity for advertisement. Hence, educational institutes should properly utilise its PR department.
9. There are various other ways in which a hospital can perform good public relations. Some of them are:
 - (i) Ensuring priorities in admission on need basis
 - (ii) Maintaining cleanliness
 - (iii) Effective prevention/handling of complaints and suggestions
 - (iv) Providing healthy food to patients and it is served well
 - (v) Providing health-related information

- (vi) Providing flexible visiting hours for serious patients
- (vii) Maintaining reception desk for the visitors of the patients

12.5 SUMMARY

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- The first organization that needs public relations is the government so that it can maintain good relations with the citizens of the country. Rarely are such actions of a government as a whole actually referred to as public relations despite the fact that the activity being performed is of building public relations.
- By 1913, in America, a number of interest groups and political activists started to display public concerns on the government's growing involvement in public relations. They felt that government PR was specifically aimed at influencing legislative decisions. This led to a lobbying of Congress to enforce strict limits on public relations related spending by the government. This led to the Gillett Amendment.
- The suspicion towards government public relations led the federal government in America to refrain from employing public relations in any activity. Consequently, government stopped using the term public relations.
- A study conducted by the US Office of Management and Budget reveals that more than 5,000 federal employees have the official designation of 'information specialists.'
- In America, there is no denying the fact that government communicators have the capacity to make a huge impact on the lives of people.
- In a developing country like India, communication of Government programmes, achievements and expectations are important.
- Public relations in its true sense started with PSUs like HMT, BHEL, Bhilai Steel Plant, followed by NTPC, Indian Oil, VSNL, NHPC and ONGC. Bodies such as SCOPE and Public Sector Public Relations Forum have shown a remarkable contribution to the professionalization of PR discipline.
- In 1958, Public Relations Society of India (PRSI) was constituted at the apex level. This is the body (national association) responsible for the professional development of communication specialists and public relations practitioners.
- Corporate identity also helps to express the company in human terms. It displays the organization's management style and work culture. Companies like Tata are successful because they have identities that are distinctive and are born out of long-standing and widely held values and beliefs.
- Corporate communication is a set of activities involved in coordinating internal and external communication for building a positive perception among the stakeholders of the company.

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- A major role performed by the public relations practitioners is to ensure that the organization maintains its relevance for the attributes and traits that the company is built on and represent its competitiveness and perceived distinctiveness with the public.
- Such ‘public faces’ are looked upon as authorities of the field or sector in which they operate and they can make it sure that the organization or company remains in limelight.
- Defence public relations plays the role of keeping the citizens updated on all such issues that it deems fit for ensuring peace and order within the nation.
- Public relations is used for the purpose of promoting or creating the brand image of a university or educational institute. In comparison to other forms of advertising, public relations is an expensive activity.
- In educational institutes, both internal and external public relations are employed. Internal public relations encompasses all communication that takes place among the employees of an organization. External public relation implies maintaining favourable relations with those outside the institute.
- In an educational institute’s external public relations, we could consider all such activities that the institute performs for the purpose of remaining in public eye like sending press releases, organizing conferences, holding events and others.
- In the age of technology, the Internet is used by almost everyone. With the use of Internet anyone can become a publisher. It is for the public relations practitioners to ensure that they know how to efficiently employ the Internet for the purpose of addressing all client-related issues.
- Public relations practitioners today struggle to understand what impact the Internet has had along with such tools of communication that come with it, for example, virtual communities. All this will change the very face of communication.
- Today, with the rapidly changing times, the need for public relations has greatly increased. With increasing number of patients visiting the hospitals, communication is becoming difficult. Higher levels of education have raised the expectations of the people visiting hospitals. Also, there is development in the techniques of communication which is another reason why public relations is much needed to be introduced and strengthened in hospitals.
- Every employee of the hospital plays a vital role in making public relations successful. For instance, if every employee of the hospital works diligently, this will help in garnering the confidence of the public.
- In a hospital, good public relations enhances the name of the hospital and helps in speedy recovery of the patients. Patients select a medical provider or hospital based on trust. In case the medical provider is chosen for the

patient, the trust still needs to be built once the patient interacts with the medical facility.

- A number of political parties employ public relations as an influential means of communication and as a tool for garnering political support for the party. Some tools of public relations that political parties employ are the World Wide Web, protests, rallies, meetings and campaigning, interviews, house visits and drives.
- Political parties also practice inter and intra-party public relations. Inter party public relations is generally to ensure the smooth running of the national mechanism. It helps to prevent arguments, interparty crisis situations and helps to arrive at a mutually agreeable solution which is for the good of the nation.

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12.6 KEY WORDS

- **The Gillett Amendment:** This is an outdate law that limits government relationships with the public.
- **Medicaid:** In the United States, Medicaid is a federal and state program that helps with medical costs for some people with limited income and resources.
- **Internal public relations:** When it comes to internal PR, the “public” is an organization’s employees or board members.
- **External public relations:** It deals with how a company interacts with people outside the organization.
- **Communications specialists:** They are exactly what the title implies. They are professionals who specialize in a particular area of communication.
- **An outpatient department (OPD):** This is the part of a hospital designed for the treatment of outpatients.
- **Advertising campaigns:** These are the groups of advertising messages which are similar in nature.

12.7 SELF ASSESSMENT QUESTIONS AND EXERCISES

Short Answer Questions

1. Mention the functioning of PR department in the government.
2. How do government communicators in America impact the lives of victims?
3. Explain the role of public relations in India’s public sector units.

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4. Why does a hospital or educational institute need a professionally managed PR department?
5. Write a short note on the role of PR in strengthening corporate image in the market.

Long Answer Questions

1. Discuss the indispensable role of the PR department in disseminating communication of government's programmes and achievements to the public.
2. Analyse the impact of the Gillett Amendment in America.
3. Discuss the structure and functioning of PR department in private sector organizations in India.

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UNIT 13 PUBLIC RELATIONS OFFICER (PRO)

*Public Relations
Officer (PRO)*

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Structure

- 13.0 Introduction
- 13.1 Objectives
- 13.2 Functions of a PRO
- 13.3 Media Relations
 - 13.3.1 The Importance of Media
 - 13.3.2 Face-Off with the Media
 - 13.3.3 Essential Tools to Enhance Media Relations
- 13.4 Employee Relations
 - 13.4.1 Understanding Employee Relations in PR
 - 13.4.2 Customer Relations
- 13.5 Answers to Check Your Progress Questions
- 13.6 Summary
- 13.7 Key Words
- 13.8 Self Assessment Questions and Exercises
- 13.9 Further Readings

13.0 INTRODUCTION

An organization or company's face that the public and media see and the one who is responsible for managing Public Relations (PR) is known as a Public Relations Officer (PRO). While a PRO can perform various tasks as he is assigned several roles and responsibilities, the main function is to disseminate information to the public of the organizations he represents. In recent years, especially after liberalization and opening of economy, there are a few organizations and institutions which do not have a PRO to deal with the public and media. Rising competition in the market, corporate rivalry and growing expectations and aspirations of the people have further enhanced the importance of experts and specialists who don the role of PRO. During the unexpected crisis, a PRO functions as a crisis manager and is always ready for what is known as media firestorm. Besides managing the sponsorship programmes, as a part of media plan, a PRO is responsible for organizing events, exhibitions, road shows, conferences, etc. Needless to say, to perform all these functions, in addition to creativity and nose for news, he should possess the requisite skills in communication and networking.

PR experts establish a good relationship with various media such as magazines, newspapers, Internet, radio and television. Professionally planned media relations help the organizations build awareness as well as market the products. However, for the success of any organization and its product, it is also important that objectives of the business are consistent with the objectives of the employees working in it. Here comes the issue of the employee relations.

In addition to analysing the functions of a PRO, this unit discusses the issues of media relations and employee relations.

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13.1 OBJECTIVES

After going through this unit, you will be able to:

- Discuss the functions of public relations officer (PRO)
- Analyse media relations and its different tools
- Interpret the significance of employee relations

13.2 FUNCTIONS OF A PRO

As per the Institute for Public Relations (IPR), USA, public relations is defined as “a deliberate, planned and sustained effort to establish and maintain the understanding between the organization and its public”. The public means all the customers, shareholders, media, financiers, government agencies, employees and anybody who has potential interest in the organization.

Public Relations Officer (PRO) is responsible for all the PR work. Sometimes, PRO is also known as the Media Specialist. The PRO acts as the spokesperson of the organization. The main role of the PRO is to disseminate information to the public of the organization. The PRO has several roles and responsibilities. The main functions of PRO can be summed up as follows:

- 1. Management of the Reputation of the Organization:** The primary function of any Public Relation Officer is to maintain, manage and enhance the reputation of the organization.
- 2. Creation of goodwill for the organization:** An experienced PRO not only builds and maintains the reputation of the organization but also creates an environment to strengthen the goodwill of the organization. The efforts of the PRO help in building favourable public image of the organization. It also strengthens the credibility of the organization.
- 3. Crisis management:** Crisis management is considered as the most difficult and crucial responsibility of the PRO. Whenever there is a conflict of interest between public and the organization, a PRO should be capable enough to resolve such issues amicably. A PRO should be intelligent enough to resolve the issue without damaging the organization’s reputation.
- 4. Building PR strategies and campaigns:** PRO should never lose an opportunity to build the positive image of the organization. PRO has to plan for the promotional strategies as well.
- 5. Arranging press conference:** To communicate any important decision or change or news of the organization the PRO has to arrange for the press conference.

6. **Preparation of media plan:** An event-wise media plan has to be prepared by the PRO. For gaining substantial visibility, it has to be a very carefully planned exercise. All other media platforms such as advertising, bill boards, social media, etc. also need to be coordinated.
7. **Coordination of top level management interviews:** The PRO of the organization undertakes the responsibility to arrange for the interview of the top management officials. He coordinates with the journalists and discuss the probable questions, briefing points etc.
8. **Preparation of the communication budget:** It is responsibility of the PRO to prepare a communication plan. This plan details all the activities along with the budget. It also has a contingency plan and budget for emergency communication.
9. **Maintaining cordial relations:** PRO has to take additional responsibility of maintaining cordial relations with the clients, potential clients, media, top management as well as employees.
10. **Preparation of publicity material:** PRO must possess excellent oral and written communication skills. He is required to draft speech for top management. Apart from this the PRO has to prepare the brochures, press releases, newsletters etc.
11. **Responsibility of internal communication:** PRO coordinated with the internal communication team so as to devise objective bound communication for the employees. He plays the crucial role of communicating a single message throughout the organization.
12. **Communication with top management:** PRO keeps the senior management updated about all the vents and happenings in the organization. He also informs them about competition and any other matter related to the public.
13. **Media coverage:** The PRO is responsible for getting the right media coverage.
14. **Corporate identity and branding:** Each organization has to take care of its corporate brand identity. It is the responsibility of the PRO to check the logo and other brand statements in the advertisement, newsletters, brochures or any other communication material. Before any public event the placement, size, colour and other details of corporate identity have to be verified by PRO.
15. **Content management:** Most of the time, the content on the website, press note, press release, brochures needs to be verified, and sometimes this content ha to be updated and yet sometimes it needs to be translated in other languages as well. It is the duty of the PRO to manage this content.
16. **Archive maintenance:** PRO has to maintain a proper record of all events, briefings, communication etc. He has to maintain proper documentation and archives of the same.

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17. CSR activities: PRO has to provide publicity to all the CSR activities of the organization.

The other functions of PRO include conducting events, exhibitions, road shows, conferences, parties etc. Also it is required that he keeps the social networking pages updated for the organization. He also manages the sponsorship programs etc. To perform all these functions, he should have certain skills, Such as communication skills, networking skills, analytical skills, emotional intelligence, creativity and many more.

Check Your Progress

1. What is the role and responsibility of a PRO?
2. List some of the main functions of PRO.

13.3 MEDIA RELATIONS

Let us study media relations.

13.3.1 The Importance of Media

In today's image-related jargon, one can say that corporate-media relations have turned proactive and can no longer afford to remain merely reactive. Gone are the days of issuing denials and seeking distance from the media, print or electronic, with the idea of maintaining a low-key profile. There is a growing perception among corporates, that if they were not transparent and straightforward, the gap would be filled by inaccurate reporting and misinformation.

These days, companies are managing the flow of information. They acutely feel the need to get their point across to stem speculation and at times even influence the media. If the channel of information is not open, corporates have come to realize, many news stories would break, unsavoury rumours would abound and investigative journalism would uncover the information that is normally not accessible. In India, the Enron case and the Harshad Mehta stock scam are classic examples where the media played a role that compensates for the weaknesses in the system.

For corporate communicators, media constitute one of the most important public. Historically and even today, particularly in India, the print media has been the main media, as far as corporate communicators are concerned. The press continues to be the most prevalent media to communicate the corporate policies, functions and achievements and build an image of an organization. Of course, the changing media scene has pushed up the non-press media (TV, radio, cinema, video) beyond the government domination to the reach of corporates considerably.

The emphasis will obviously be to use a judicious mix of the press and non-press media so that the communication process becomes much more effective.

Significantly, the disadvantage from one medium will be offset by utilizing the others in conjunction. The relevant point is whatever media corporates use, the centre of focus for them would be to communicate with the media persons and through them to various other publics. In fact, they are the people towards whom the most effective and purposeful media relations programmes are to be directed.

One question that haunts the corporate management is whether the media is entitled to all the secrets, which, perhaps, according to the management, may be detrimental to them and useful to their competitors and how does management reconcile to the conflicting demands—those of commercial confidentiality and those of accountability to the media. On the other hand, people outside of it, while fixing responsibilities, look pointedly to the individuals in the company. After all, companies consist of persons who work in it and organizations are not amorphous monolithic blocks of brick and concrete.

13.3.2 Face-Off with the Media

The media reflect the popular mood and many times, they create the popular mood. More appropriately, the press has always influenced people and people have naturally affected the print media. From this perception, the journalists' first responsibility is to produce a newsworthy story to interest readers. The lesson is clear that the interface between corporate organizations and media should be honest and open.

The media personnel highlighted a few points at the Management-Media National Convention (India). A few quotes which reflect the perception of the journalists are as follows:

- 'The criticism that we always write about the negative side of companies is not true at all. When I approach a company it is generally to write in a positive light'.
- 'In our country, a large number of companies are so badly run that we do not want to write about them and nobody wants to read about them'.
- 'Many of the managements feel that if you give easy access to media we will write something negative about a company. How can you do that when a company is highly profitable, its products are respected, its people are respected'.
- 'Our job is not to build your image. You improve your performance and we will write about it'.
- 'The smartest business communicator is one who never talks to me about a product, he talks to me about the company'.
- 'A good corporate communicator is one who would not try to push some news which is not really of value and importance to the media and, for that matter, to the public. The corporate management, and more so its communicator, must know the distinction between news and publicity'.

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- While some companies still lack a basic managerial appreciation of the communication process, others have been quick to understand its advantages. With increasing corporate reporting—thanks to a high level of public interest—companies have started approaching the media much more. It is not that they have more to say but, instead, a desire to say and project much more. What are the respective roles of the communicators and the top management? What are the benefits for a company to open itself to media approaches and to encourage media coverage? Again, it sounds logical what the media persons have to say on these apparently controversial issues (Management-Media Interface Report):
- ‘A very important role of PR person is to push and to educate managements: you have an internal and external role. As a journalist, I represent the public interest, as a PR person you represent the corporate interest’.
- ‘Corporate management ought to know that skills of management are not the same as those required to deal with media persons. However, the media-corporate executive relationship need not be one of perceived hostility and suspicion. It can work suitably and to mutual benefit provided the latter understands and plays by the rules of effective media relations’.
- ‘A good story makes eminently good sense because it is good for the company. Inevitably a story results in articulation of corporate objectives and results in creating awareness in financial circles about a company’s progress and performance’.
- ‘A story written by a journalist is an objective opinion. It is not the same as taking out an advertisement in any media. Since the company is paying for it, it is also going to decide exactly what should be written’.
- ‘There are various other benefits. It is a spur to excellence. With good media coverage, companies tend to take greater care to see that whatever they do they do well’.
- ‘If the report is positive and the company has done a good job, it can attract people to invest in the equity of the company, perhaps even to do business with the company. Media exposure may give an impetus to brands, and supplements advertising’.
- ‘On another level, good press is important for internal motivation. Employees feel good about working for a company that has been positively written about in the media’.

13.3.3 Essential Tools to Enhance Media Relations

Public relations experts are hired by organizations for the purpose of gaining a strong position in the minds of their employees, stakeholders, investors, other associates and their target audiences. Associated activities of public relations activities are planned and implemented for creating specially a brand image that is strong. It is for the public relations experts to make sure that the target audiences

are in agreement with is being sold and in this way both maintain and augment the organization's reputation by only using means that are strictly ethical.

With the help of media relations, the experts in public relations build awareness as well as market the products (services/goods) of the organization they represent to the various media, such as magazines, newspapers, Internet, radio and television. Creative and interesting stories are designed and developed by the public relations experts pertaining to their organization and products and pitched to the various media persons. It is the relations that they have with the various media channels that the organizations bank upon to further their reputation as also of their brand.

Media relations are enhanced in the following manner:

- i. Press Kits:** These comprise written material regarding the organization itself and also the people at the top in the organization.
- ii. Audio/video Releases:** These refer to those messages which are pre-recorded. These are distributed among the various media channels that the organization wants to attract.
- iii. Matte Releases:** Often, small local newspapers in the absence of sufficient material to publish are not averse to accepting writings and articles from organizations. Releases of this type are referred to as matte releases.
- iv. Website Press Room:** Online pressrooms are yet another way that public relations experts employ for the promotion of products and organization.
- v. Media Tour:** Organizations and products are publicized and promoted by public relations experts by conducting media tours in which the organization's key persons travel to locations and places of importance for product promotion. They give interviews to various media persons. Means that the people could employ would include interacting with the media persons of various print media, radio channels and news channel and sharing with them the unique selling propositions and benefits that their product(s) provide(s). It is also a practice amongst organizations to hire celebrities and other persons of mass popularity for their organization's promotion and publicity.
- vi. Newsletters:** These refer to such that are regularly though periodically distributed among the target audiences. Public relations experts perform the task of gathering full information, such as age bracket, income, address, education and name, of the target customers and provide to them the newsletters to build or enhance product awareness. The information generally to include in the newsletters is organization related information, interview of the key persons, information pertaining to the product, product testimonials from clients and other such relevant information.
- vii. Events/Functions:** Parties, gatherings and special events are organized by public relations experts for luring their customers and promoting the organization and its products among those customers. To such gatherings, media persons are invited for the purpose of obtaining media coverage.

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viii. Speaking Engagements: Conducting speaking engagements is an indirect manner of garnering publicity for the products of an organization and for the organization itself. In this method, interaction is sought with the target audience and with potential customers. The target audience is addressed by the company officials and while the goods and services of the organization and the organization itself are discussed, also discussed are topics that would appeal to the audiences.

ix. Employee interactions on a regular basis: The importance of the employers remaining constantly in touch with their employees, ensuring that they are at all times aware of the developments and happenings within the organization. Public relations/management experts need to make the employees aware of the new product launches and latest events through notices, circulars and emails or by oral communication.

x. Charity/Corporate social responsibility: Public relations experts undertake several charitable and social activities with the intent of publicizing their products and organization. Products are distributed by organizations to their target audiences for earning organizational goodwill.

Check Your Progress

3. Why do companies need to manage the flow of information?
4. What are the tools that enhance media relations?

13.4 EMPLOYEE RELATIONS

As an essential element of corporate image and identity programme, the overall approach to PR communication plan should conform to a checklist as given below.

The elements of corporate PR and communication are as follows:

- Employee/Internal relations
- Media relations
- Customer relations
- Government relations
- Community relations
- Corporate advertising
- Public service communication
- Corporate citizenship

Workers' values are changing rapidly. People at work, whether workers or managers, are highly assertive about the rights of the individual. The scene is simple and clear. Not until the corporate objectives of a business are consistent with the personal objectives of the individuals working in it, can a business or enterprise

succeed or survive. In this respect, the corporate communicator and the employee relations personnel must work together closely and regularly update the employees through information-sharing process and analysis.

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13.4.1 Understanding Employee Relations in PR

In a small organization, if there is only one employer and the number of employees is also very small, then some individual relationship could easily occur. As the size and scale of the enterprise grows, such relationships are not that easy to occur and they are replaced by a collective relationship. As a result, the individual employee tends to lose his identity and is relegated to the background.

Understandably, some of the expectations and aspirations of workers run counter to those of the employer. There are, even then, quite a few areas in which the interests of both coincide and match suitably. It may be difficult to demarcate the sectors in which their interests clash or coincide. This wide and complex employer–employee relationship is what the industrial relations managers have been traditionally and professionally concerned with. They are expected to study, deal with and regulate this labour-management relationship in order to secure peace, profit and the prosperity for the organization as a whole. The question is how does public relations fit into this picture and, together with industrial relations professionals, play its role to secure the desired social and human objectives.

Corporate PR can help make a difference to the organization through a genuine involvement in following employee relations areas:

- i. Engaging in open dialogue with the employees and also with their families on issues and topics that interest them.
- ii. Getting employees and their families involved in company-sponsored education, sports, arts, science and community welfare projects.
- iii. Promoting a firm and truthful conviction, at all levels of the corporate lifeline, that the internal people formed the basis of the success of the organization.
- iv. Communicating with the employees as a part of a wider activity of running the organization effectively. Understanding that communication is not just about company house journals, bulletin boards or corporate videos, but essentially, it is about talking face-to-face.
- v. Realizing the truth that for successful management of external environment, the starting point is the corporate home-ground or its own employees, for they are the living manifestations of the corporate personality.
- vi. In a big way, workers' participation in management is being encouraged by the State, the trade unions and corroborated by the International Labour Organisation (ILO). For this scheme to succeed, there must be an effective two-way communication between the management and the employees. It is only then the workers would have a better

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appreciation of the problems and the difficulties of the enterprise and its overall functioning. With this purpose in view, each organization has to devise a suitable system of communication in which the PR functionaries, as professional communicators, play a vital and a crucial role to display their real expertise.

Example – I

The Japanese Miracle

With 0.3 per cent of the world's land, 3 per cent of the population, 12 crore people and without good source of raw materials or power, Japan has proved that human beings are the most important wealth. Japanese people are its greatest resource who are strong, disciplined, polite and hard-working.

Japan today shares 10 per cent of the turnover in the international market, manufactures 1.10 crore cars per year and exports 45 lakh cars to the US market. This tiny nation manufactures about 7 crore watches whereas Switzerland makes only about 1 crore watches annually. Japan manufactures the highest range of electronic goods, produces the cheapest steel and the largest number of ships. Is it true that the Japanese miracle is the result of the Japanese approach to a successful corporate culture? They believe and practise this philosophy in production as well as in human relations.

Japanese approach

Priority One The welfare of the employee

Priority Two The image of the company in the society

Priority Three The well-being of concerned public

Priority Four Profits and financial success

The Japanese believe profits come automatically if the first three priorities are successfully practised and observed.

13.4.2 Customer Relations

Consumer and Customer: Role and Importance

More than two centuries ago Adam Smith said, 'Consumer is the sole end and purpose of all production'. However, 'customer' is a good all-embracing word for any kind of purchaser of goods or services. In any case, the customer or the consumer, whichever way we prefer to call, is the key to success in any business operation.

In today's market-oriented situation, however, consumers and customers have different roles in the process of buying a product or using service. Any person buying a product is a customer, but a consumer is a person who actually consumes the product or uses the service. Therefore, consumers are in reality the end users of the product or the service whereas a customer, particularly in industrial market, may buy industrial goods or products for the purpose of serving the end-user. This is also true about the functions of the retail shopkeepers. They buy the product in

the role of customers, but the ultimate purpose is to serve the consumer through their retail outlets.

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Officer (PRO)*

The question is: Why is the customer so important? Mahatma Gandhi described the person as—

“Customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not interruption in our work, he is the purpose of it. We are not doing him a favour by serving him, he is doing us a favour by giving us the opportunity to serve him.”

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Customer Viewpoints and His Action

In all marketing literature, there is no lack of emphasis that a customer is the single most important person for a company. In reality, viewpoints of customers are seldom respected and mostly the customers are taken for granted. Today, when monopoly markets are fast disappearing, customers have started to enjoy a new dominance. A series of steps against the errant company is available and the customer is ready to spend considerable time and effort to bring the defaulter to book.

To name a few of the redressal steps would be relevant in the context and these are as follows:

- i. Desist from using that particular brand of goods and services.
- ii. Start person-to-person campaign to boycott the company's goods and services.
- iii. Launch media attention by meeting press persons and also by writing letters to newspapers and journals.
- iv. Shift allegiance to other products or services, which is deadlier than a straight fight with the company.
- v. Approach consumer protection groups for action against the company and for damages to the consumer.
- vi. Take legal action in the consumer courts and also initiate action, depending on the nature of complaint, under various existing legislations (e.g. Essential Commodities Act, Monopolies and Restrictive Practices Act, Weights & Measures Act, Prevention of Food Adulteration Act, Drug Control Act, Indian Standards Act and the Certification of ISI Mark).

In essence, what the customer looks for is the satisfaction of his basic right to get standard quality of goods as well as services at the appropriate time and prices with the additional right to choose from alternatives.

In the competitive market, the customer is no longer a silent consumer and demands the following:

- i. Right to receive goods and services which are safe
- ii. Right to be heard whenever the need comes

- iii. Right to information
- iv. Right to redress for his grievances

PR and Customer Relations

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Philip Kotler, in his treatise in *Harvard Business Review*, assessed the value of strategic thinking for ‘mega-marketing’ to promote successful marketing. In addition to four Ps to marketing strategy—product, price, place and promotion—Kotler said, executives must add two more: power and public relations.

PR can give marketing an orientation in a most cost-effective manner. By itself, however, PR has a special responsibility in rendering service to the customer. In the current context, customer relations has emerged as a very crucial area in the total PR activity. PR, by the very nature of its own commitment to the organization, understands consumer viewpoints better than many others and exhorts the total management, including the employees, to put consumer requirements first.

It may be worthwhile to list out a few areas of PR participation and involvement in customer relations. Here are a few such examples:

- i. PR can reorient the policies of the company to promote greater customer satisfaction.
- ii. It can influence the mind set and attitude of the marketing people. PR brings to attention that good salesmanship and good customer relations go hand in hand.
- iii. By establishing channels of communication, PR listens to customers (just one or two companies may be indicative of hundreds of complaints) with integrated approach.
- iv. PR, in tandem with marketing, strives to emphasize relationship marketing, which treats sales as a continuous relationship that goes beyond the sale. The relationship model pays greater attention to customer service and commitment.
- v. Many companies, marketing people in particular, tend to forget the role of their own employees while working out customer loyalty programmes. As internal communicators, PR involves the employees in such relations-development programmes as its own employees can win loyalty for a company or customers away. In fact, the employees in the frontline are the ones in direct contact with customers and it is they who represent the products or services provided by the company to the customers.
- vi. Marketing managers do provide every positive feedback quickly but shy away from giving negative feedback about the customers. PR, on the other hand, will focus sharp attention on the consumer behaviour for effective feedback—both from positive and negative angles. Improving speed of response, as well as quick service to feedback

information, is essentially a PR domain and, in addition, PR will promote communication as a habit, which is not set among many executives.

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In the final count, public relations and communication professionals believe in adequate customer focus, which should be the spirit of a profitable organization. In other words, it is the customer focus that enables an organization to earn its profits. Therefore, profit can be defined, in terms of PR thinking, as an organization's strength to serve its customers even better.

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Check Your Progress

5. Why is it important to look into the issue of employee relations?
6. How can PR help make a difference in employee relations?

13.5 ANSWERS TO CHECK YOUR PROGRESS QUESTIONS

1. Public Relations Officer (PRO) is responsible for all the PR work. Sometimes, PRO is also known as the Media Specialist. The PRO acts as the spokesperson of the organization. The main role of the PRO is to disseminate information to the public of the organization. The PRO has several roles and responsibilities.
2. Some of the main functions of PRO can be summed up as follows:
 - i. **Management of the Reputation of the Organization:** The primary function of any Public Relation Officer is to maintain, manage and enhance the reputation of the organization.
 - ii. **Creation of goodwill for the organization:** An experienced PRO not only builds and maintains the reputation of the organization but also creates an environment to strengthen the goodwill of the organization. The efforts of the PRO help in building favourable public image of the organization. It also strengthens the credibility of the organization.
 - iii. **Crisis Management:** Crisis management is considered as the most difficult and crucial responsibility of the PRO. Whenever there is a conflict of interest between public and the organization, a PRO should be capable enough to resolve such issues amicably. A PRO should be intelligent enough to resolve the issue without damaging the organization's reputation.
 - iv. **Building PR strategies and campaigns:** PRO should never lose an opportunity to build the positive image of the organization. PRO has to plan for the promotional strategies as well.

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v. Arranging Press Conference: To communicate any important decision or change or news of the organization the PRO has to arrange for the press conference.

vi. Preparation of Media plan: An event-wise media plan has to be prepared by the PRO. For gaining substantial visibility, it has to be a very carefully planned exercise. All other media platforms such as advertising, bill boards, social media, etc. also need to be coordinated.

3. These days, companies are managing the flow of information. They acutely feel the need to get their point across to stem speculation and at times even influence the media. If the channel of information is not open, corporates have come to realize, many news stories would break, unsavoury rumours would abound and investigative journalism would uncover the information that is normally not accessible. For corporate communicators, media constitute one of the most important public. Historically and even today, particularly in India, the print media has been the main media, as far as corporate communicators are concerned. The press continues to be the most prevalent media to communicate the corporate policies, functions and achievements and build an image of an organization. The emphasis will obviously be to use a judicious mix of the press and non-press media so that the communication process becomes much more effective.

4. Media relations are enhanced in the following manner:

i. Press Kits: These comprise written material regarding the organization itself and also the people at the top in the organization.

ii. Audio/video Releases: These refer to those messages which are pre-recorded. These are distributed among the various media channels that the organization wants to attract.

iii. Matte Releases: Often, small local newspapers in the absence of sufficient material to publish are not averse to accepting writings and articles from organizations. Releases of this type are referred to as matte releases.

iv. Website Press Room: Online pressrooms are yet another way that public relations experts employ for the promotion of products and organization.

v. Media Tour: Organizations and products are publicized and promoted by public relations experts by conducting media tours in which the organization's key persons travel to locations and places of importance for product promotion.

vi. Newsletters: These refer to such that are regularly though periodically distributed among the target audiences.

vii. Events/Functions: Parties, gatherings and special events are organized by public relations experts for luring their customers and promoting the organization and its products among those customers.

5. In a small organization, if there is only one employer and the number of employees is also very small, then some individual relationship could easily occur. As the size and scale of the enterprise grows, such relationships are not that easy to occur and they are replaced by a collective relationship. As a result, the individual employee tends to lose his identity and is relegated to the background. Understandably, some of the expectations and aspirations of workers run counter to those of the employer. There are, even then, quite a few areas in which the interests of both coincide and match suitably. It may be difficult to demarcate the sectors in which their interests clash or coincide. This wide and complex employer–employee relationship is what the industrial relations managers have been traditionally and professionally concerned with. They are expected to study, deal with and regulate this labour-management relationship in order to secure peace, profit and the prosperity for the organization as a whole. The question is how does public relations fit into this picture and, together with industrial relations professionals, play its role to secure the desired social and human objectives.
6. Corporate PR can help make a difference to the organization through a genuine involvement in some of the following employee relations areas:
 - i. Engaging in open dialogue with the employees and also with their families on issues and topics that interest them.
 - ii. Getting employees and their families involved in company-sponsored education, sports, arts, science and community welfare projects.
 - iii. Promoting a firm and truthful conviction, at all levels of the corporate lifeline, that the internal people formed the basis of the success of the organization.
 - iv. Communicating with the employees as a part of a wider activity of running the organization effectively. Understanding that communication is not just about company house journals, bulletin boards or corporate videos, but essentially, it is about talking face-to-face.
 - v. Realizing the truth that for successful management of external environment, the starting point is the corporate home-ground or its own employees, for they are the living manifestations of the corporate personality.

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13.6 SUMMARY

- As per the Institute for Public Relations (IPR), USA, public relations is defined as “a deliberate, planned and sustained effort to establish and maintain the understanding between the organization and its public”.
- Public Relations Officer (PRO) is responsible for all the PR work. Sometimes, PRO is also known as the Media Specialist. The PRO acts as the spokesperson of the organization. The main role of the PRO is to

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disseminate information to the public of the organization. The PRO has several roles and responsibilities

- Crisis management is considered as the most difficult and crucial responsibility of the PRO. Whenever there is a conflict of interest between public and the organization, a PRO should be capable enough to resolve such issues amicably.
- An event-wise media plan has to be prepared by the PRO. For gaining substantial visibility, it has to be a very carefully planned exercise. All other media platforms such as advertising, bill boards, social media, etc. also need to be coordinated.
- PRO has to maintain a proper record of all events, briefings, communication etc. He has to maintain proper documentation and archives of the same.
- The other functions of PRO include conducting events, exhibitions, road shows, conferences, parties etc. Also it is required that he keeps the social networking pages updated for the organization.
- Gone are the days of issuing denials and seeking distance from the media, print or electronic, with the idea of maintaining a low-key profile
- These days, companies are managing the flow of information. They acutely feel the need to get their point across to stem speculation and at times even influence the media.
- For corporate communicators, media constitute one of the most important public. Historically and even today, particularly in India, the print media has been the main media, as far as corporate communicators are concerned.
- The media reflect the popular mood and many times, they create the popular mood. More appropriately, the press has always influenced people and people have naturally affected the print media.
- It is for the public relations experts to make sure that the target audiences are in agreement with is being sold and in this way both maintain and augment the organization's reputation by only using means that are strictly ethical.
- With the help of media relations, the experts in public relations build awareness as well as market the products (services/goods) of the organization they represent to the various media, such as magazines, newspapers, Internet, radio and television.
- Organizations and products are publicized and promoted by public relations experts by conducting media tours in which the organization's key persons travel to locations and places of importance for product promotion.
- Parties, gatherings and special events are organized by public relations experts for luring their customers and promoting the organization and its products among those customers.

- The importance of the employers remaining constantly in touch with their employees, ensuring that they are at all times aware of the developments and happenings within the organization.
- Public relations experts undertake several charitable and social activities with the intent of publicizing their products and organization. Products are distributed by organizations to their target audiences for earning organizational goodwill.
- Not until the corporate objectives of a business are consistent with the personal objectives of the individuals working in it, can a business or enterprise succeed or survive.
- In a small organization, if there is only one employer and the number of employees is also very small, then some individual relationship could easily occur. As the size and scale of the enterprise grows, such relationships are not that easy to occur and they are replaced by a collective relationship.
- It may be difficult to demarcate the sectors in which their interests clash or coincide. This wide and complex employer–employee relationship is what the industrial relations managers have been traditionally and professionally concerned with.
- The question is how does public relations fit into this picture and, together with industrial relations professionals, play its role to secure the desired social and human objectives.
- Communicating with the employees as a part of a wider activity of running the organization effectively. Understanding that communication is not just about company house journals, bulletin boards or corporate videos, but essentially, it is about talking face-to-face.
- In a big way, workers’ participation in management is being encouraged by the State, the trade unions and corroborated by the International Labour Organisation (ILO). For this scheme to succeed, there must be an effective two-way communication between the management and the employees.
- In today’s market-oriented situation, however, consumers and customers have different roles in the process of buying a product or using service. Any person buying a product is a customer, but a consumer is a person who actually consumes the product or uses the service.
- In all marketing literature, there is no lack of emphasis that a customer is the single most important person for a company. In reality, viewpoints of customers are seldom respected and mostly the customers are taken for granted.
- In essence, what the customer looks for is the satisfaction of his basic right to get standard quality of goods as well as services at the appropriate time and prices with the additional right to choose from alternatives.

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- PR can give marketing an orientation in a most cost-effective manner. By itself, however, PR has a special responsibility in rendering service to the customer.

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13.7 KEY WORDS

- **Content management:** This is a set of processes and technologies that supports the collection, managing, and publishing of information in any form or medium.
- **Matte release (or mat release):** This is a type of advertorial article associated with public relations and advertising. The mat release is a short, feature story designed to appear like a newspaper article but which, in reality, contains persuasive communication in promotion of a product or idea.
- **Corporate communication:** This is a set of activities involved in managing and orchestrating all internal and external communications aimed at creating favourable point of view among stakeholders on which the company depends.
- **Corporate citizenship:** This is the term used to describe the contribution a business or organization makes to the local community or society as a whole.
- **The International Labour Organization (ILO):** This is a United Nations agency whose mandate is to advance social justice and promote decent work by setting international labour standards.

13.8 SELF ASSESSMENT QUESTIONS AND EXERCISES

Short Answer Questions

1. What is the most difficult responsibility of a PRO?
2. How does a PRO contribute in maintaining and upgrading the corporate identity and branding?
3. Write a short note on the importance of media in public relations.
4. What are the essential elements of corporate PR and communication?
5. What remedial steps need to be taken in maintaining employee relations?

Long Answer Questions

1. How does the PRO function as the main point of contact between the organization, public and media.

2. Analyse critically the role of media relations in PR practices.
3. Discuss the significance of understanding employer-employee relationship.

*Public Relations
Officer (PRO)*

13.9 FURTHER READINGS

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UNIT 14 PROFESSIONAL ORGANIZATIONS, TRENDS AND ETHICS IN PR

Structure

- 14.0 Introduction
- 14.1 Objectives
- 14.2 PR Professional Organizations
- 14.3 New Trends in PR
- 14.4 Ethics of Public Relations
- 14.5 Answers to Check Your Progress Questions
- 14.6 Summary
- 14.7 Key Words
- 14.8 Self Assessment Questions and Exercises
- 14.9 Further Readings

14.0 INTRODUCTION

Aimed at fostering interests, creating value, enhancing visibility and securing financial support to public relations practitioners, various professional organizations in this field of knowledge were established. They are scattered throughout the world with regional, national and global footprints. Their main objectives are not only to provide forum for PR professionals but also to promote PR education. As the industry's largest professional group, Public Relations Society of America (PRSA) has 21,000 public relations and communications professionals across the country. Established in 1958, the vision of Public Relations Society of India (PRSI) is to promote PR as a profession.

Meanwhile, presence of digital channel and social media has drastically transformed the ways in which PR is to function and execute its role in the industry and among the public. New trends have emerged and PR is preparing to upgrade and enhance its presence accordingly. Now, it cannot afford to function in the traditional way. Even as PR has been recognised as a flourishing industry, it becomes necessary to bring in some guidelines so that it functions without compromising on ethical values.

In addition to listing various professional organizations in this field, this unit discusses the emerging new trends and ethics of public relations practices.

14.1 OBJECTIVES

After going through this unit, you will be able to:

- Learn about various professional organizations in PR
- Analyse several new trends in PR
- State the ethics of public relations
- Enumerate guidelines in PR campaigns

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14.2 PR PROFESSIONAL ORGANIZATIONS

Given below is a selected list of public relations societies and associations which are active in different parts of the world:

- **The Global Alliance for Public Relations and Communication Management:** The Global Alliance for Public Relations and Communication Management is a non-profit organization registered in the UK. The mission of the Global Alliance is to enhance the Public Relations profession and its professionals around the world. It is working mainly in areas as per the new five-year strategic planning, 2009-2014.

The strategic priorities for the 5-year period include:

- (a) Creating value for member associations and practitioners
- (b) Enhancing member engagement and participation
- (c) Increasing visibility and influence
- (d) Securing financial viability

- **Canadian Public Relations Society (CPRS):** The CPRS is a not-for-profit professional society dedicated to serving Canadians through the establishment and maintenance of high professional, educational and ethical standards in public relations. It has 1,500 members in 16 member societies across Canada.

The Canadian Public Relations Society, as a distinct Canadian association, seeks:

- (a) To group all public relations practitioners in Canada and to foster their professional interests
- (b) In cooperation with its regional Member Societies and with like-minded organizations in other countries, to advance the professional stature of public relations
- (c) To regulate its practice for the benefit and protection of the public interest
- (d) To serve the public interest by upholding a standard of proficiency and code of ethics, and by providing ongoing professional development to its members and public relations practitioners across Canada.

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- **Council of Public Relations Firms (CPRF):** The CPRF provides PR industry information covering topics such as how to find and hire a public relations firm; how to start a career in public relations; ways to research the industry; and process for members and firms interested in joining. The site also posts detailed rankings of top PR firms.

The Council is dedicated to strengthening the recognition and role of public relations firms in corporate strategy, business performance and social education; to serve as an authoritative source of information and expert comment and to help set standards for the industry. The Council provides its members guidelines that include the Code of Ethics, a Statement of Principles, which specifically addresses transparency and disclosure, and an ethical-decision making “train-the trainer” program.

- **Entertainment Publicists Professional Society (EPPS):** The Entertainment Publicists Professional Society (EPPS) was founded in 1991 by a group of top entertainment marketing and public relations professionals, who recognized the need for an organization that would bring together people from all areas and levels of entertainment publicity to share their expertise, ideas and exchange information. The EPPS serves as a professional resource for the entertainment industry and academic institutions in matters involving entertainment public relations, and also provides members with the opportunity to exchange information for permanent and freelance employment. The business arenas of EPPS members include broadcast and cable television, home entertainment, motion pictures, music, performing arts, theme parks, digital/online media, sports and many others. Our members hold positions ranging from senior marketing executives and agency owners to junior publicists.

- **Institute for Public Relations (IPR):** Established in 1956, IPR carries out valuable PR research, education programs, and makes data widely available to improve the profession. The IPR has supported more than 200 separate research projects covering everything from what PR students should study to an analysis of how new technologies are affecting the profession.

The Institute for Public Relations is an independent non-profit organization that builds and documents research-based knowledge in public relations, and makes this knowledge available and useful to practitioners, educators, researchers and their clients. They were chartered in 1956 as the Foundation for Public Relations Research and Education.

- **Institute of Public Relations (IPR), UK:** The IPR is the professional body for PR practitioners in the UK, with over 7,000 members involved in all aspects of the public relations industry. “It is the largest professional body of its type in Europe with rigorous qualifications for membership ensuring that standards are high and maintained.”

- **International Association of Business Communicators (IABC):** The IABC has a membership of 13,700 professionals with access to industry information sources including Communications World Online for searching business communication topics. It also has a current and free PR job board provided to members and non-members lets you interact directly with the employer or agency posting the notice.
- **International Public Relations Association (IPRA):** The IPRA aims at providing professional development and personal networking opportunities for its worldwide membership and promoting the practice of public relations on a global level.
- **Issue Management Council (IMC):** The IMC is a professional membership organization for people whose work is managing issues and those who wish to advance the discipline. The IMC's primary objective is to enhance organizational and individual ability to anticipate and manage issues. It includes members from companies and organizations in North and South America, Europe, Asia and Australia.
- **Public Relations Institute of New Zealand:** The Public Relations Institute of New Zealand (PRINZ) is a non-profit, incorporated society created to promote public relations and communication management in New Zealand, and serve the best interests of the people who practise it. The PRINZ has 650 members throughout New Zealand and is a member of the Public Relations Global Alliance, and welcomes overseas membership. PRINZ seeks:
 - (a) Wider recognition of the role of public relations in management.
 - (b) Higher standards of professionalism.
 - (c) An effective forum where members can share common interests and experience.
- **Public Relations Society of America (PRSA):** PRSA is the industry's largest professional group. It has an in-depth PR resources, member and agency lists, links and several superb publications like *Strategist and Tactics*. PRSA has 114 chapters throughout the United States, with about 20,000 members. PRSA is a community of more than 21,000 public relations and communications professionals across the United States, from recent college graduates to the leaders of the world's largest multinational firms. PRSA members represent nearly every practice area and professional and academic setting within the public relations field.
- **Public Relations Society of India (PRSI):** This national association of PR practitioners was established in 1958 to promote the recognition of public relations as a profession and to formulate and interpret to the public the objectives and the potentialities of public relations as a strategic management function. The society functioned as an informal body till 1966

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when it was registered under the Indian Societies Act XXVI of 1961, with headquarters in Mumbai. The father-figure of professional PR practitioners in India, Kali H. Mody, was the founder President of PRSI from 1966 to 1969. The Public Relations Society of India seeks:

- (a) To provide a forum for PR professionals to meet, interact and enhance their professional skills.
 - (b) To keep abreast of the changing socio-economic, political, cultural and media scene and the changing role of public relations.
 - (c) To keep abreast of emerging concepts and tools of public relations.
 - (d) To enable PR professionals to exchange case studies and share experiences.
 - (e) To help promote ethical standards in public relations.
 - (f) To promote PR education.
 - (g) To recognize and award Excellence in Public Relations.
- **Public Relations Council of India (PRCI):** Public Relations Council of India (PRCI) is a registered body of PR professionals and has over 18 active chapters spread across India. It is a non-political organisation of professionals in the field of public relations, communications, advertising, education and many other allied services, providing industry professionals an opportunity to serve their community by encouraging high ethical standards in their respective areas of work. It is the first forum to offer accreditation to professionals in the stream. The organization provides a forum where creative minds often come together, upholding the challenges and values of professionalism in public relations. PRCI mission includes the following:
 - (a) To promote the practice of Public Relations at local, national and international levels
 - (b) To enrich professional development and networking opportunities for higher standards of PR practices with international understanding, friendship and co-operation
 - (c) To further the cause of the profession in multi dimensions

Check Your Progress

1. What are the main objectives of the Canadian Public Relations Society (CPRS)?
2. Which is the largest professional group in PR?
3. What led to the setting up of the Public Relations Society of India (PRSI)?

14.3 NEW TRENDS IN PR

There are several new trends in which the public relation will be managed in future. With public relation becoming increasingly important and larger share of budget being allocated to it, there is definitely a change which is knocking at the traditional PR. The growing digital channels and social media have also contributed significantly to the shifting metrics of present day Public Relation.

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- 1. The decline of the traditional media:** The biggest challenge before the Public Relations managers is quick decline of the reach of the traditional media and rise of the influencer marketing. The PR professionals must learn to build up personal relations and not just rely on the media relations.
- 2. Changing roles of Public Relation to become a strategic partner:** From merely releasing the press information, PR would be seen as strategic partners to the stakeholders. PR would be viewed as content partner for the media. PR would cease to just work on press releases rather it would identify opportunities and help build brands.
- 3. Wider scope of activities for Public Relation:** Scope of PR professionals would increase many folds. They would no longer be just responsible for the press announcements and releases but they would work way beyond and help the clients to build long term relationships with their target audiences. Public Relation professionals would assist in expanding and deepening the reach of the client by creating the audience attention share by the use of regular content which is distributed across all the media. Public Relation will have to add human dimension to the content to make it more personalized and trustworthy. The communication would also be needed to deepen and this can be easily achieved by the use of more visual and voice content.
- 4. The challenge of Artificial Intelligence:** The communication industry as such is facing the challenge of Artificial Intelligence and machine learning. PR is also not far from this but it has to learn to leverage and balance the two for its own benefit and not feel threatened by it. PR has to work out ways to integrate the Artificial Intelligence into the PR strategy. Several routine tasks of the Public Relation professionals can be automated and help saving time.
- 5. Advertising assumes important role:** As the line between marketing and PR is blurring and so is happening with marketing and advertising, most of the communication strategies being developed are taking cues from the Public Relations people.
- 6. Realization of distinction between Public Relations and Media Relations:** With the awareness that Public Relations and Media Relations are two different activities, the scope of PR has automatically widened. To understand the difference, one can say that Media Relations is a subset of

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Public Relations. Public Relations mean communicating with the constituents. There are several modes and methods of communication, while media relations is just providing relevant content for the journalists to be published. Most of the public relations professionals narrow the scope of their operations by just indulging into and developing media relations.

- 7. Relationship building becomes foremost priority:** All Public Relations professionals have mainly two skill set that is story generating and building relationships. These two skills will not change but the way they would be used would definitely change. Public Relations professionals need to broaden their network and expand their audience. They need to join hands with more partners such as the websites, content syndicates, product vendors and associations in both trade and media. They need to build relationships with everyone who would help them to build a larger set of audience.
- 8. Improved Public Relations Measurements:** Several tools are now easily available to measure Public Relations activities. Public Relations professionals need to encompass all the media as well as influencers and word of mouth publicity into its fold. It has to emerge as one of the important tools for the organization. With the enhanced performance measurement PR can ensure better allocations in the budget. The biggest change which public relations professionals can look forward to is that there are smarter metrics available now such as Google Data Studio, etc. where there is an ability to connect the software to various communication media.
- 9. Adoption of Paid, Earned, Shared, and Owned, Media Model (PESO):** Public Relations professionals are one of the best content creators and can easily help the clients to adopt the PESO model. To adopt this model, the Public Relations professionals need to integrate data and software and in present day digital reality all this is inevitable.

Check Your Progress

4. What is the biggest challenge that the Public Relations faces today?
5. How can Public Relations activities be measured?

14.4 ETHICS OF PUBLIC RELATIONS

Ethics, which is also known as moral philosophy, is a branch of philosophy which deals with questions about morality; that is, about ideas like good and bad, right and wrong, justice and virtue.

Major branches of ethics include meta-ethics (the theoretical meaning and reference of moral propositions) and how their truth-values (if any) may be determined; normative ethics (the practical means of determining a moral course of action); applied ethics (how moral outcomes can be achieved in specific

situations); moral psychology, (how moral capacity or moral agency develops and what its nature is); and descriptive ethics (what moral values people actually abide by). Within each of these branches are many different schools of thought and still further sub-fields of study.

Traditionally, moral theory was the study of what makes actions right and wrong. These theories offered an overarching moral principle to which one could appeal in resolving difficult moral decisions.

At the turn of the 20th century, moral theories became more complex and are no longer concerned solely with rightness and wrongness but are interested in many different kinds of moral status.

The public relations department of an organization also emphasizes the role of ethics. Internal and external public relations communications regulate the transfer of positive and negative news to the employees of the organization and the community. This team copes with the crises of the organization. In a lot of organizations, the greatest ethical pressure on the professionals working for public relations arises from the misunderstanding of the management regarding the role of public relations.

However, the essential task of PR professionals is to create and build positive and productive relationships, without forgetting the values of ethics. There are certain guidelines that any organization must follow, in order to maintain its goodwill in the market. Some of these guidelines are as follows:

- i. The PR campaigns of any organization should not claim any untrue properties to be the opposite.
- ii. The facts should not be withheld if it is known that by withholding them, the potential clients are being misled.
- iii. Favours should never be bought for a mere sum of money.
- iv. Responsibility should never be abdicated.
- v. PR campaigns should never make false promises.

Check Your Progress

6. What do you mean by the term 'ethics'?
7. List some of the guidelines to maintain ethical value in PR.

14.5 ANSWERS TO CHECK YOUR PROGRESS QUESTIONS

1. The Canadian Public Relations Society, as a distinct Canadian association, seeks:
 - a. To group all public relations practitioners in Canada and to foster their professional interests

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- b. In cooperation with its regional Member Societies and with like-minded organizations in other countries, to advance the professional stature of public relations
 - c. To regulate its practice for the benefit and protection of the public interest
 - d. To serve the public interest by upholding a standard of proficiency and code of ethics, and by providing ongoing professional development to its members and public relations practitioners across Canada.
2. PRSA is the industry's largest professional group. It has an in-depth PR resources, member and agency lists, links and several superb publications like Strategist and Tactics. PRSA has 114 chapters throughout the United States, with about 20,000 members. PRSA is a community of more than 21,000 public relations and communications professionals across the United States, from recent college graduates to the leaders of the world's largest multinational firms. PRSA members represent nearly every practice area and professional and academic setting within the public relations field.
3. PRSI, the national association of PR practitioners, was established in 1958 to promote the recognition of public relations as a profession and to formulate and interpret to the public the objectives and the potentialities of public relations as a strategic management function. The society functioned as an informal body till 1966 when it was registered under the Indian Societies Act XXVI of 1961, with headquarters in Mumbai. The father-figure of professional PR practitioners in India, Kali H. Mody, was the founder President of PRSI from 1966 to 1969. The Public Relations Society of India seeks:
 - a. To provide a forum for PR professionals to meet, interact and enhance their professional skills.
 - b. To keep abreast of the changing socio-economic, political, cultural and media scene and the changing role of public relations.
 - c. To keep abreast of emerging concepts and tools of public relations.
 - d. To enable PR professionals to exchange case studies and share experiences.
 - e. To help promote ethical standards in public relations.
 - f. To promote PR education.
 - g. To recognize and award Excellence in Public Relations.
4. The biggest challenge before the Public Relations managers is quick decline of the reach of the traditional media and rise of the influencer marketing. The PR professionals must learn to build up personal relations and not just rely on the media relations.

5. Several tools are now easily available to measure Public Relations activities. Public Relations professionals need to encompass all the media as well as influencers and word of mouth publicity into its fold. It has to emerge as one of the important tools for the organization. With the enhanced performance measurement PR can ensure better allocations in the budget. The biggest change which public relations professionals can look forward to is that there are smarter metrics available now such as Google Data Studio, etc. where there is an ability to connect the software to various communication media.
6. Ethics, which is also known as moral philosophy, is a branch of philosophy which deals with questions about morality; that is, about ideas like good and bad, right and wrong, justice and virtue. Traditionally, moral theory was the study of what makes actions right and wrong. These theories offered an overarching moral principle to which one could appeal in resolving difficult moral decisions. At the turn of the 20th century, moral theories became more complex and are no longer concerned solely with rightness and wrongness but are interested in many different kinds of moral status.
7. Some of these guidelines are as follows:
 - i. The PR campaigns of any organization should not claim any untrue properties to be the opposite.
 - ii. The facts should not be withheld if it is known that by withholding them, the potential clients are being misled.
 - iii. Favours should never be bought for a mere sum of money.
 - iv. Responsibility should never be abdicated.
 - v. PR campaigns should never make false promises.

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14.6 SUMMARY

- The mission of the Global Alliance is to enhance the Public Relations profession and its professionals around the world. It is working mainly in areas as per the new five-year strategic planning, 2009-2014.
- The IPR is the professional body for PR practitioners in the UK, with over 7,000 members involved in all aspects of the public relations industry.
- The IPRA aims at providing professional development and personal networking opportunities for its worldwide membership and promoting the practice of public relations on a global level.
- PRSA is the industry's largest professional group. It has an in-depth PR resources, member and agency lists, links and several superb publications like Strategist and Tactics.
- The father-figure of professional PR practitioners in India, Kali H. Mody, was the founder President of PRSI from 1966 to 1969.

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- Public Relations Council of India (PRCI) is a registered body of PR professionals and has over 18 active chapters spread across India.
- There are several new trends in which the public relation will be managed in future. The growing digital channels and social media have also contributed significantly to the shifting metrics of present day Public Relation.
- The biggest challenge before the Public Relations managers is quick decline of the reach of the traditional media and rise of the influencer marketing.
- From merely releasing the press information, PR would be seen as strategic partners to the stakeholders.
- Scope of PR professionals would increase many folds. They would no longer be just responsible for the press announcements and releases but they would work way beyond and help the clients to build long term relationships with their target audiences.
- The communication industry as such is facing the challenge of Artificial Intelligence and machine learning. PR is also not far from this but it has to learn to leverage and balance the two for its own benefit and not feel threatened by it.
- As the line between marketing and PR is blurring and so is happening with marketing and advertising, most of the communication strategies being developed are taking cues from the Public Relations people.
- With the awareness that Public Relations and Media Relations are two different activities, the scope of PR has automatically widened.
- All Public Relations professionals have mainly two skill set that is story generating and building relationships. These two skills will not change but the way they would be used would definitely change.
- Several tools are now easily available to measure Public Relations activities. Public Relations professionals need to encompass all the media as well as influencers and word of mouth publicity into its fold.
- Public Relations professionals are one of the best content creators and can easily help the clients to adopt the PESO model.
- Ethics, which is also known as moral philosophy, is a branch of philosophy which deals with questions about morality; that is, about ideas like good and bad, right and wrong, justice and virtue.
- The public relations department of an organization also emphasizes the role of ethics. Internal and external public relations communications regulate the transfer of positive and negative news to the employees of the organization and the community.

- The essential task of PR professionals is to create and build positive and productive relationships, without forgetting the values of ethics. There are certain guidelines that any organization must follow, in order to maintain its goodwill in the market.

*Professional Organizations,
Trends and Ethics in PR*

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14.7 KEY WORDS

- **PRINZ:** The Public Relations Institute of New Zealand (PRINZ) is a non-profit, incorporated society created to promote public relations and communication management in New Zealand, and serve the best interests of the people who practise it.
- **Data Studio:** This is Google's reporting solution for power users who want to go beyond the data and dashboards of Google Analytics. The data widgets in Data Studio are notable for their variety, customization options, live data and interactive controls (such as column sorting and table pagination).
- **The PESO model:** Developed by Gini Dietrich, lead blogger at the PR and marketing blog Spin Sucks, it identifies the four media types — Paid, Earned, Shared, and Owned — and merges them together.
- **Meta-ethics:** This is the branch of ethics that seeks to understand the nature of ethical properties, statements, attitudes, and judgments. Meta-ethics is one of the three branches of ethics generally studied by philosophers, the others being normative ethics and applied ethics.
- **Descriptive ethics:** Also known as comparative ethics is the study of people's beliefs about morality.

14.8 SELF ASSESSMENT QUESTIONS AND EXERCISES

Short Answer Questions

1. What was the mission of the Global Alliance for Public Relations and Communication Management?
2. Who founded the Entertainment Publicists Professional Society?
3. Which is the largest PR professional body in Europe?
4. Write a short note on new trends in PR.
5. How does PR function without compromising the ethics?

Long Answer Questions

1. Discuss the contribution of professional bodies in promoting PR education.
2. Analyse critically the role of India's professional organizations in enhancing and popularising PR practices in the country.
3. Discuss the impact of digital channels and social media on PR industry.

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14.9 FURTHER READINGS

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