PG JMC S2-03 (DSC)

TWO YEAR MASTER'S DEGREE COURSE

(CBCS in Accordance with NEP 2020)

SEMESTER-II

ADVERTISING AND PUBLIC RELATIONS

JOURNALISM AND MASS COMMUNICATION

Bhupen Hazarika School of Mass Communication

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

Subject Experts

1. Professor K.V Nagaraj, former Profesor of the Department of Mass Communication, Mizoram University
2. Professor Mrinal Chatterjee, Indian Institute of Mass Communication, Dhenkanal, Odisha
3. Professor K.S. Arul Selvan, Director, School of Journalism and New Media Studies, IGNOU,New Delhi
4. Professor Khaba Kabi, Dean, Faculty of Information Technology, Rajiv Gandhi University, Arunachal Pradesh
5. Dr. S. M. Alfarid Hussain, Associate Professor, Department of Mass Communication, Assam University

Course Co-ordinators : Dr. Trisha Dowerah Baruah and Dr. Juri Hazarika, Bhupen Hazarika School of Mass Communication, KKHSOU

SLM Preparation Team

Units	Authors
1- 3,9-10	Dr. Ankuran Dutta, Director, SVCC, High Commissioner of India, Colombo
4 - 7, 11-14	Lt. Dr. Anamika Ray, Dept of Communication and Journalism, Gauhati University.
8	Dr. Madhusmita Boruah, Bhattadev University

Editors

Content : Prof. Ram Mohan Pathak, Director, Madan Mohan Malaviya Institute of Hindi Journalism, Mahatma Gandhi Kashi Vidyapeeth, Varanasi, UP

Dr. H. P. S. Walia, Reader and former Chairman, Dept.of Journalism & Mass Communication, Panjabi University, Patiala, Punjab.

Language : Prof. Robin Goswami, Former Senior Academic Consultant, KKHSOU

Structure & Format :Dr. Trisha Dowerah Baruah, Bhupen Hazarika School of Mass Communication

January, 2024

This Self Learning Material (SLM) of the Krishna Kanta Handiqui State Open University is made available under a Creative Commons Attribution-Non Commercial-Share Alike 4.0 License (international): http://creativecommons.org/licenses/by-nc-sa/4.0/

Printed and published by Registrar on behalf of Krishna Kanta Handiqui State Open University.

Headquarters: Patgaon, Rani Gate, Guwahati - 781 017

City Campus: NH 37, Resham Nagar, Khanapara, Guwahati - 781 022; www.kkhsou.ac.in

CONTENTS

Unit-1 :	**CONCEPT OF ADVERTISING** Concept of Advertising : Concept, Objectives, Function; Classification of Advertising - based on function, region, target markets, company demand , desired responses , the media used to issue advertisements	**Pages 9 – 27**
Unit-2 :	**ELEMENTS OF ADVERTISING** Elements of Advertising, Advertisement Layout, Selection of media for Advertising	**Pages 28 – 46**
Unit-3 :	**ADVERTISING MEDIA** Advertising Media - Concept, Print advertising, Radio advertising, Television advertising; Concept of Media Buying and Space Selling, Impact of advertising	**Pages 47 – 62**
Unit-4 :	**ADVERTISING AGENCY** Concept of Advertising agency, History, Types of advertising agency, Organizational set up, Ad Manager, Who is an Advertising Manager, The Duties and Responsibilities of an Advertising Manager, The qualities of an Advertising Manager .	**Pages 63 – 79**
Unit-5 :	**ACTIVITIES OF AN ADVERTISING AGENCY** Advertising agency activity - Client Servicing, Accounts Service, Media Planning , The Creative Department, The Creative Services Department, The Research Department; The Duties and the Responsibilities of an Agency, Financial Relation of the Advertising Agency, Advertising Ownership & Term of Relationship, Concept of Advertising Campaign, Advertising Campaign Strategy, Research for advertising campaign	**Pages 80-99**
UNIT-6 :	**ADVERTISING & MARKETING** Out door Advertising, Film Advertising, Corporate Advertising, Financial Advertising, Social Marketing Concept	**Pages 100 – 119**

Unit-7 : CODES OF ADVERTISING **Pages 120– 137**

Ethics in Advertising, AAAI, ASCI, Codes and guidelines for advertising, General rules of conduct in advertising, Code for Doordarshan, General AIR code, Advertising code and children, Code of standards in relation to the advertising of Medicines and treatment, Cable Television Advertising Codes.

UNIT - 8 : PUBLIC RELATIONS : THE CONCEPT **Pages 138 – 152**

Nature and scope of Public Relations, Definition of Public Relations, Objectives of Public Relations, Basic Functions of Public Relations, Growth and Development of Public Relations, PR Pioneers, PR in India, Modern Public Relations in India, Future Prospects.

UNIT - 9 : PUBLIC RELATIONS PRACTITIONERS AND ORGANIZATIONS **Pages 153 – 172**

Propagands and publicity, Public Relations Officer, Public Relations Officer- Duties and Responsibilities, Qualities of a good Public Relations Officer, Public Relations Organizations in India: PRSI, PRCI, PRCAL

UNIT - 10 : PUBLIC RELATIONS IN ORGANIZATION **Pages 173 – 192**

PR Set up in an organization, Status of PR department in an Organization, Functions of a PR department, PR campaigns and programmes, Public Relations and Crisis Management, PR and Code of Conduct.

UNIT - 11 : PUBLICS OF PUBLIC RELATIONS **Page 193 – 208**

Target audience, Publics of Public Relations: Internal Publics, External publics; Publicity media for PR : Print Media, Television, Radio, Film, New Media.

UNIT - 12 : TOOLS OF PUBLIC RELATIONS **Page 209 – 229**

Tools of Public Relations : House Journals - Internal House Journal, External House Journal, Trade Journal; Other PR publications, Some other important toold of PR - Oral Communication, Bulletin Boards, Open House, Video Magazine.

UNIT - 13 : MEDIA RELATIONS IN PR **Page 230 – 249**

Organizing Press Conference- How to organize a Press Conference Difference between Press Meet and Meet the press. Press Briefings, Press Tours, Releases and Written Materials to Media-Press Release, Backgrounder, Rejoinders.

UNIT - 14 : GOVERNMENT PUBLIC RELATIONS **Page 250 – 271**

PR in Central Government, PR in State Government, PR in Public Sector undertakings

COURSE INTRODUCTION

Unit-1 : CONCEPT OF ADVERTISING

This unit introduces you to the concept, objectives and functions of advertising. We will also discuss various types of advertising in the first unit.

Unit-2 : ELEMENTS OF ADVERTISING

This unit describes the various elements of advertising, what the features are and how to create slogan, headlines etc. We shall also discuss the layout of an advertisement copy and how one can select the best medium for advertising.

Unit-3 : ADVERTISING MEDIA

This unit aims at highlighting the concept of advertising Media, which includes Print advertising, Radio advertising and Television advertising. We shall also analyze the concept of Media Buying and Space Selling.

Unit-4 : ADVERTISING AGENCY

This unit introduces you to the concept, types and organizational setup of an advertising agency. The duties and responsibilities of an 'Advertising Manager' will also be discussed in detail in this unit.

Unit-5 : ACTIVITIES OF AN ADVERTISING AGENCY

This unit elucidates the varied activities of an advertising agency. This unit will also emphasize on advertising campaign as the most important task of an advertising agency

UNIT-6 : ADVERTISING & MARKETING

This unit lays stress on the out door advertising, film advertising, corporate advertising, financial advertising, social marketing concept etc.

Unit-7 : CODES OF ADVERTISING

This unit will provide you a basic idea regarding the different codes and guidelines for advertising.

UNIT - 8 : CONCEPT OF PUBLIC RELATIONS

This unit provides you an introduction to the concept of Public Relations by defining the term, discussing its nature, objectives, functions etc., besides the growth and development of Public Relations and some important concepts related to PR, such as propaganda, publicity etc.

UNIT - 9 : PUBLIC RELATIONS PRACTITIONERS AND ORGANIZATIONS

This unit describes the profession of PR, duties, responsibilities and qualities of Public

Relations Officer. Some Public Relations organizations in Indian context have also been discussed in the unit.

UNIT - 10 : PUBLIC RELATIONS IN ORGANIZATION

This unit introduces the PR set up in an organization explaining various activities of a PR department, structure of PR department etc. The unit also discusses Public Relations and Crisis Management as one of its important parts.

UNIT - 11 : PUBLICS OF PUBLIC RELATIONS

This unit aims at highlighting the importance of the target audience in PR describing the differences between internal publics and external publics. This unit also enumerates various publicity media, such as print media, television, radio, film and new media technologies.

UNIT - 12 : TOOLS OF PUBLIC RELATIONS

This unit elucidates for you the varied tools of Public Relations, like house journals, bulletin boards, open day, video magazine etc.

UNIT - 13 : MEDIA RELATIONS IN PR

This unit illustrates the different media relations methods describing the rules for organising press conference, press briefings, press tours etc. It also seeks to give you an idea on how to write a press release, backgrounder, rejoinders etc.

UNIT - 14 : GOVERNMEN PUBLIC RELATIONS

This unit will help you to analyse the fuctions of PR departments both in Central and State Government. It will also provide the overview of the duties and responsiblities of Public Relations Departments under Public Sector Undertakings.

UNIT - 1 : CONCEPT OF ADVERTISING

UNIT STRUCTURE

1.1 Learning Objectives

1.2 Introduction

1.3 Concept of Advertising

- 1.3.1 Concept
- 1.3.2 Objectives
- 1.3.3 Function

1.4 Classification of Advertising

- 1.4.1 Classification based on function
- 1.4.2 Classification based on region
- 1.4.3 Classification based on target markets
- 1.4.4 Classification based on company demand
- 1.4.5 Classification based on desired responses
- 1.4.6 Classification based on the media used to issue advertisements

1.5 Let Us Sum Up

1.6 Further Reading

1.7 Answers to Check Your Progress

1.8 Model Questions

1.1 LEARNING OBJECTIVES

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

- define the term advertising
- explain the objectives of advertising
- out line the functions of advertising
- discuss the classification of advertising.

1.2 INTRODUCTION

In the previous paper, we have dealt with the various aspects of journalism. There we have had a discussion on the concept of news, different types of reporting, principles of editing etc. We

have also tried to get you familiar with the concept of news agency journalism.

This unit introduces to you the concept, objectives and functions of advertising. We will also discuss the classification of advertising in detail.

In the next unit, we are going to discuss the elements of advertising, advertisement layout and selection of media for advertising.

1.3 CONCEPT OF ADVERTISING



ADVERTISING is a paid form of communication. It is persuasive, informative, and designed to influence mass.

Advertisement has become an integral part in today's marketing scenario. In earlier times, advertisement was not given as much emphasis as it is being given today. The Institute of Practitioners in Advertising defines the term as: "advertising presents the most persuasive possible selling message to the right prospects for the product or service at the lowest possible cost". Here we have a combination of creativity, marketing research & economic media buying. Advertising may cost a lot of money but that cost is justified if it works effectively and economically.

1.3.1 CONCEPT

The word *advertising* is a Latin word which means "to turn attention of people to a specific thing." It is a paid publicity. According to Oxford Dictionary the word 'to advertise' means 'to make generally or publicly known', describe publicly with a view to increasing sales. According to London School of Practitioner & Advertising –"advertising prescribe the most persuasive possible selling message at the lowest cost".

Advertising is thus, a mass communication tool, which is essentially in paid form by a firm or an individual and the ultimate purpose of which is to give information, develop attitudes & induce action, which are useful to the advertiser.

Advertising presents and upholds the ideas, commodities

and services of a recognized advertiser, which provides as a communication link between the producer and the potential buyers. It gives the information to the would-be buyers who are interested in seeking the information about a product and the manufacturer. Advertising may be taken as the most efficient means of reaching people with product information.

Advertising presents a mass persuasion apart from disseminating information to the prospective buyers about the product and the producer. While creating awareness, popularity, it seeks to persuade. It is a more effective and extensive and less expensive way of creating contacts. Clyde R. Miller points out, *'all success in business, in industrial production, in invention, in religious conversion, in education and in politics depends upon the process of persuasion is the essence of a democratic society. Every advertiser in modern times intends that all creative advertising must serve more than merely inform or entertain. It must change or reinforce an attitude or behaviour. And the consumer - the average man - should recognize the advertisers'.*



LET US KNOW

- Advertising is non personal and paid for publicity
- Advertising is the non-personal communication. It is usually persuasive in nature about products, services or ideas by identified sponsors through the various media.
- Advertising is a description or presentation of a product, idea, or organization, in order to induce individuals to buy, support, or approve of it.

1.3.2 OBJECTIVES OF ADVERTISING

The purpose of advertising is to sell something - a product, a service or an idea. The real objective of advertising is effective communication between goods and clients and increasing awareness. Mathews, Buzzell, Levitt and Frank have listed some specific objectives of advertising.

- To make an immediate sale.
- To build primary demand.
- To introduce a price deal.
- To build brand recognition or brand insistence.
- To help salesman by building an awareness of a product among retailers.
- To create a reputation for service, reliability or research strength.
- To increase market share.
- To modify existing product appeals and buying motives.
- To inform about new product's availability of features or price.
- To increase the frequency of use of a product.
- To increase the number or quality of retail outlets.
- To build over all company image.
- To effect immediate buying action.
- To reach new areas or new segments of population within existing areas.
- To develop overseas market.

1.3.3 FUNCTION

A normal characteristic of advertising is to create primary demand for a product category rather than for a specific brand. It is believed that the product advertising must give stress on brand name.

This is based on the feeling that a good image often enhances the effectiveness of product advertising. Naturally, the stress is made on the brand. However, in practice, most companies are successful in making the product image by using the brand names (e.g. Dalda, Dettol, Horlicks). In short, where the company tries to sell its product or services through advertising it may be referred to as product advertising.

Now, we are going to out line the functions of advertising.



Product: Something produced by human or mechanical effort or by a natural process.

- **To distinguish products from their competitors:** There are so many products in the market. Sometime the same types of **products** are competing in one market. Say, for instance, *Horlics* and *Complan* - both are the health drinks. But the specific qualities

and the differences in respect of these two products, we can observe from the advertisement given by the companies and we can decide which product fits our requirements.

- **To communicate product information:** Through advertisement one company can send its product information to the target audiences. For example, when one product is launched in the market, we get that information from the advertisement.
- **To urge product use:** Advertisement can create the urge within ourselves for a product. For example, we can consider the huge use of mobile. If we are able to afford it, we rush to buy. And this is only because of advertising.
- **To expand product distribution:** When the market demand of a particular product increases, the retailer and distributor are engaged in the sale of that product. So, for the expansion of the market, advertising is very much essential.
- **To increase brand preference:** There are various products with various **brands**. So, we are getting the preference to choose the brand of a particular product with the help of advertisement.
- **To reduce overall sale cost:** Advertising increases the primary demand in the market. When demand is there and the product is available, automatically the overall price will decrease. For example, when the mobile phone was first launched in the market, the price was too high for the general people. But now there are so many mobile companies and the price is quite affordable for the common mass.



CHECK YOUR PROGRESS

Q.1: What do you mean by advertising?

_____

_____



Brand

An identifying symbol, words or mark that distinguishes a product or company from its competitors. Usually brands are registered (trademarked) with a regulatory authority and so cannot be used freely by order parties. For many products and companies branding is an essential part of marketing.

Q.2: Write five main objectives of advertising.

_____

_____

Q.3: Name the basic functions of advertising.

_____

_____

Q.4: Give the right answers —

i) Do you think advertising is a personal communication?

ii) Does advertising communicate the information of a product?

iii) To make an immediate sale is a main objective of advertising Do you agree or not?

iv) Is advertising different from publicity?



ACTIVITY 1.1

1) Open today's newspaper and identify the advertisements. Calculate how many advertisements are published in the paper and how much space has been covered.

2) Watch a television channel for at least one hour and calculate how many advertisements are carried and note down the duration of television advertisements you have watched.

1.4 CLASSIFICATION

Advertising is the paid, non-personal communication of information about products or ideas by an identified sponsor through the mass media in an effort to manipulate customer behavior. Advertising is non-personal because it is a fantasy created by a computer that selects one part of the target audience. It communicates information about products or ideas.

Most television & newspaper advertisements, billboards, and other forms of advertisement are group efforts representing the work of four distinct players in advertising process. Advertisers, advertising agencies, the media,

and supply advertisers are people or organization that look for selling products or persuade people through advertising.

Advertisers generally hire advertising agencies, independent organization that focuses in developing and executes advertising on behalf of advertisers. The advertising agencies in turn choose the media, through which advertisers' information are carried to their intended audiences. Some advertisers use only one medium, a single channel. The two largest categories of media are print and electronic, but wide ranges of other media also carry advertising information, including local yellow pages, directories and direct mail. And in the process of creating and executing persuasive messages, advertisers and advertising agencies also use the services of various dealers, individuals or companies that provide particular services such as photography, printing, and production.

Advertisement of the mega serial *Ramayana*



Advertisement differ depending on who the message is intended for, where the advertisement is shown, which media are used; and what the advertiser wants to accomplish. So it is helpful to classify advertising according to different areas and angles.

Advertising can be classified on the basis of Function, Region, Target Market, Company Demand, Desired Response and Media.

1.4.1 CLASSIFICATION BASED ON FUNCTION

Advertising performs some functions.

(A) It can inform the customers about a product, service, or idea.

(B) It can persuade the consumers to buy products, services, and ideas.

(C) It can remove cognitive dissonance from the minds of the customers to reinforce the feeling that they have bought the best product, service, or idea and their decision is right.

(D) It can remind existing customers about the presence of the product, service, or idea in the market till now.

(E) It can dissuade the public at large from buying certain products or services that are harmful for them.

Let us discuss some important types of advertising based on the functional aspect of advertising.

1.4.1.1 Informative Advertising

This type of advertising informs the customers about the products, services, or ideas of the firm or organization. Examples: Vishal Megamart is offering 2 kg sugar for every Rs. 1,000/- purchase everyday.

1.4.1.2 Persuasive Advertising

This type of advertising persuades or motivates the prospective buyers to take quick actions to buy the products or services of the firm. Example: “Buy one, get one free”.

1.4.1.3 Reminder Advertising

This genre of advertising reminds the existing customers to become medium or heavy users of the products or services of the firm that have been purchased by them at least once. This type of advertising exercise helps in keeping the brand name and uses of the products in the minds of the existing customers. Even during the periods of depression, the sales figures of the firms, which advertise during these periods, have not been adversely affected although they may resort to such measures only on a sporadic basis. During the times of depression, the focus is on reducing the losses. All the firms shall incur losses, but advertising lends its helping hand in minimizing the same. Examples: Exchange offers for old products with new ones (of same brands) on mixies, cooking ranges (Prestige), pressure cookers *(Purane Cooker Ke Badle Naya),* televisions *(the Sansui exchange offer)* and cars (the ad of Hyundai celebrating the manufacture of *5,00,000* cars in the Indian market in December, 2003) etc.

1.4.1.4 Negative Advertising

This type of advertising dissuades target audience from purchasing such products and services which would not only harm them but

also the society in general. Examples: Advertisements of various civic authorities against alcohol, tobacco, and narcotics. The advertisement of the National Aids Control Organization (NACO) persuading people not to indulge in free sex. The government proposes to ban all types of ads on tobacco and alcohol.

1.4.2 CLASSIFICATION BASED ON REGION

We can also classify advertising according to the region

1.4.2.1 Global Advertising

It is executed by a firm in its global market niches. Reputed global magazines like *Time, Far Eastern Economic Review, Span, Fortune, Futurist, Popular Science.* Cable TV channels are also used to advertise the products throughout the world. Supermodels and cinema stars are used to promote high-end products. Examples: Sony, Philips, Pepsi, Coca Cola, etc.

1.4.2.2 National Advertising

It is executed by a firm at the national level. It is done to increase the demand of its products and services throughout the country. Examples: Sa Sa detergent powder (*Sa Sa detergent powder lao*), Ghari deretergent powder (*Ghari detergent powder*). BPL *(Believe in the best*). Whirlpool Refrigerator *(Fast Forward Ice Simple)* etc.

1.4.2.3 Regional Advertising

If the manufacturer confines his advertising to a single region of the country, its promotional exercise is called Regional Advertising. This can be done by the manufacturer, wholesaler, or retailer of the firm. Examples: Advertisements of regional newspapers covering those states or districts where these newspapers are circulated. Eg. The Assam Tribune (only for the NE region) etc.

1.4.2.4 Local Advertising

When advertising is done only for one area or city, it is called

Local Advertising. Examples: Advertisements of Ooo la la, Gupshup (Local FM channels) etc. Some professionals also call it Retail Advertising. It is sometime done by the retailer to persuade the customer to come to his store regularly and not for any particular brand.

1.4.3 CLASSIFICATION BASED ON TARGETED MARKETS

Depending upon the types of people who would receive the messages of advertisements, we can classify advertising into four subcategories.

1.4.3.1 Consumer Product Advertising

This is done to impress the ultimate consumer. An ultimate consumer is a person who buys the product or service for his personal use. This type of advertising is done by the manufacturer or dealer of the product or service. Examples: Advertisements of Intel, Kuttons (shirt), Lakme (cosmetics) etc.

1.4.3.2 Industrial Product Advertising:

This is also called Business-to-Business Advertising. This is done by the industrial manufacturer or his distributor and is so designed that it increases the demand of industrial product or services manufactured by the manufacturer. It is directed towards the industrial customer. The marketer chooses only trade-specific magazines or journals that the targeted customers are likely to read. Examples: Assam Oil, Servo, Oil and Natural Gas Corporation, Oil India etc.

1.4.3.3 Trade Advertising

This is done by the manufacturer to persuade wholesalers and retailers to sell his goods. Different media are chosen by each manufacturer according to his product type, nature of distribution channel, and resources at his command. Hence, it is designed for those wholesalers and retailers who can promote and sell the product. Such advertisements also inform about the taxation structure, terms of sale, appointment of

new dealers, changes in prices, various schemes (for ultimate customers as well as for distribution channels), and vital information about products and services so that these distribution channels could inform the ultimate customers through word-of-mouth promotional efforts, as Nokia, Aircel etc.

1.4.3.4 Professional Advertising

This is executed by manufacturers and distributors to influence the professionals of a particular trade or business stream. These professionals recommend or prescribe the products of these manufacturers to the ultimate buyer. Manufacturers of these products try to reach these professionals under well-prepared programmes. Doctors, engineers, teachers, purchase professionals, civil contractors architects are the prime targets of such manufacturers. These professionals, in turn, recommend these products to the ultimate buyers. Their recommendations are deemed final in most of the cases. Example: A doctor prescribes a medicine that is deemed an ultimate elixir to cure a disease and the patient does not question the doctor in this context. This doctor is convinced by medical representatives of pharmaceutical firms like Cipla, Rexcin Pharmaceuticals etc.

1.4.3.5 Financial Advertising

Banks, financial institutions, and corporate firms issue advertisements to collect funds from markets. They publish prospectuses and application forms and place them at those points where the prospective investors can easily spot them. Eg. LICI (*Life ke sath bhi, life ke baad bhi),* SBI, Assam Grameen Bikash Bank etc.

1.4.4 CLASSIFICATION BASED ON COMPANY DEMAND

There are *two* types of demand, as follows:-

(A) Market Demand: Advertising is the total volume that would be bought by a defined customer group, in a defined geographical

area, in a defined time period, in a defined marketing environment under a defined marketing programme.

(B) Company Demand: It is the share of the company in the market demand. Accordingly, there are *two* types of advertising, as follows:

1.4.4.1 Primary Demand Advertising

It is also called Generic Advertising. This category of advertising is designed to increase the primary demand. This is done by trade associations or groups in the industry. The broader interests of the industry are taken care of without laying much emphasis on the products of the firm that executes this type of advertising campaign. Examples: Advertisements for promoting gold (P.C Chandra Jewellers*),* coffee (Nescafe), milk (Amul*: the taste of India*, Purabi) etc.

1.4.4.2 Selective Demand Advertising

This is done by a company or dealer to increase the company demand. The company would advertise its own brand only. The retailer can also advertise a particular brand. Examples: Titan wrist watch, Hero Honda bike, Sony television etc

1.4.5 CLASSIFICATION BASED ON DESIRED RESPONSES

An ad can either elicit an immediate response from the target customer, or create a favourable image in the mind of that customer. The objectives, in both cases, are different. Thus, we have two types of advertising under this classification.

1.4.5.1 Direct Action Advertising

This is done to get immediate responses from customers. Examples: Season's sale, purchase coupons in a magazine. Usha Maxie (Exchange Offer), Bihu offer on Garments *(*10% off) etc.

1.4.5.2 Indirect Action Advertising

This type of advertising exercise is carried out to make a positive

effect on the mind of the reader or viewer. After getting the advertisement he does not rush to buy the product but he develops a favourable image of the brand in his mind. He would buy only that product or service whose image is positive in his mind. Examples: The ad of Indica V2 *(More car per car),* Amul *(the taste of India*).

1.4.5.3 Surrogate Advertising

This is a new category of advertising. In this type of promotional effort, the marketer promotes a different product. For example: the promotion of Bagpiper soda. The firm is promoting Bagpiper Whisky, but intentionally shows soda. They know that the audience is quite well aware about the product and they know this fact when the actor states, *"Khoob Jamega Rang Jab Mil Baithenge Teen Yaar... Aap... Main, Aur Bagpiper".* Another example is the advertisement of McDowell Apple Juice. Our society does not like products like liquor, cigarettes etc to be promoted in the media, but the firms manufacturing these products use the surrogate advertising technique to remind the audiences or viewers that such products are available in the market.

LET US KNOW



Pop Under Advertisement

Pop under advertisement is a Web advertisement or internet advertisement that launches in a separate browser window from the rest of a Web site.

Brand preference

Measure of brand loyalty in which a consumer will choose a particular brand in presence of competing brands, but will accept substitutes if that brand is not available.

1.4.6 CLASSIFICATION BASED ON THE MEDIA USED FOR ADVERTISEMENTS

The broad classification based on media is as follows.

1.4.6.1 Audio Advertising

It is done through radio, P A systems, auto-rickshaw promotions, and four-wheeler promotions etc.

1.4.6.2 Visual Advertising

It is done through PoP displays, without text catalogues, leaflets, cloth banners, brochures, electronic hoardings, simple hoardings, running hoardings etc.

1.4.6.3 Audio-visual Advertisement

It is done through cinema slides, movies, video clips, TV advertisements, cable TV advertisements etc.

1.4.6.4 Written Advertising

It is done through letters, fax messages, leaflets with text, brochures, articles and documents, space marketing features in newspapers etc.

1.4.6.5 Internet Advertising

The world wide web is used extensively to promote products and services of all genres. For example Bharat Matrimony, www.teleshop.com, www.asianskyshop.com etc.

1.4.6.6 Verbal Advertising

Verbal tools are used to advertise thoughts, products, and services during conferences, seminars, and group discussion sessions. Kinesics also plays an important role in this context.



CHECK YOUR PROGRESS

Q.5: Discuss the various types of advertising based on function. Try to answer with some suitable examples. Answer this question within 500 words.

_____

_____

Q.6: What is Surrogate advertising?

_____

_____

Q.7: What is the difference between Direct Action Advertising and Indirect Action Advertising?

_____

_____

Q.8: Name two types of company demand.

_____

_____



ACTIVITY 1.2

1) Read today's newspaper and identify the advertisements according to the above classification.

2) Search at least two direct action advertising.

3) Identify two advertisements that are informative and persuasive in nature.



1.5 LET US SUM UP

In this unit you have been introduced to the basic concepts of advertising. Let us summarize these concepts once.

Advertising is a form of communication and it is a paid form of publicity whose purpose is to inform potential customers about products and services and how to obtain and use them. Many advertisements are also designed to generate increased consumption of those products and services through the creation and reinforcement of brand image and brand loyalty. For these purposes advertisements often contain both informative and persuasive messages. All mass media such as, television, radio, movies, magazines, newspapers, video games, the Internet are used to deliver the messages of advertising.

Advertising can be classified based on Function, Region, Target Market, Company demand, Desired response and Media.



1.6 FURTHER READING

1. **Advertising**, Macmillan India Ltd., New Delhi, *Franc Jefkins*
2. **Advertising,** Surjeet Publication, New Delhi, *B. N. Ahuja*
3. **Advertising Management,** *Rajeev Batra, JohnGMyres, David A Aaker*



1.7 ANSWERS TO CHECK YOUR PROGRESS

Ans. to Q. No.1: Advertising is the non-personal publicity of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through various media.

Ans. to Q. No.2: The following are five objectives of advertising—

- To make an immediate sale.
- To build primary demand.
- To introduce a price deal.
- To build brand recognition or brand insistence.
- To help salesman by building an awareness of a product among retailers.

Ans. to Q. No.3: Basic functions of advertising are -

- The first basic function is to make it easy to distinguish products from their competitors.
- Secondly, it communicates detailed information about the product. Through advertisement one company can send its product information to the target audiences.
- Thirdly, an advertisement creates the urge within the minds of the target audience to buy a product or to accept a service.
- Fourthly, it expand the market and product distribution.
- There are various products with various bands. So we are getting

the preference to choose the brand of a particular product with the help of advertisement.

- Fifthly, advertisement increases the primary demand in the market. When demand is there and product is available, automatically the overall price will decrease.

Ans. to Q. No.4: The right answers are -

i) No ii) Yes iii) Yes iv) Yes

Ans. to Q. No.5: We can classify advertising in a varied manner. Some advertisements are there which are based on function. These are -

a) Informative advertising : This type of advertising informs the customers about the products, services, or ideas of the firm or organization.

b) Persuasive advertising : This type of advertising persuades or motivates the prospective buyers to take quick actions to buy the products or services of the firm. Examples: '*Buy one get one free'* category ad.

c) Reminder advertising : This type of advertising exercise helps in keeping the brand name and uses of the products in the minds of the existing customers. Even during the periods of depression, the sales figures of the firms, which advertise during these periods, have not been adversely affected although they may resort to such measures only on a sporadic basis.

d) Negative advertising : This type of advertising dissuades targeted audiences from purchasing such products and services which would be harmful for them.

Ans. to Q. No.6: This is a new category of advertising. In this type of promotional effort, the marketer promotes a different product. For example: the promotion of Bagpiper soda. The firm is actually promoting Bagpiper Whisky, but intentionally shows soda. They know that the audience is quite well aware about the product and they know this fact when the actor states, *"Khoob Jamega Rang Jab Mil Baithenge Teen Yaar ... Aap ... Main, Aur Bagpiper".* Another example

is the advertisements of McDowell Apple Juice. Our society does not like products like liquor, cigarettes etc to be promoted in the media, but the firms manufacturing these products use the surrogate advertising technique to remind the audiences that such products are available in markets.

Ans. to Q. No.7: When the advertising is able to get immediate responses of the customers to buy particular product, the action of the buyer is called direct action. Examples: Season's sale, purchase coupons in a magazine. But in indirect action, advertising exercise is carried out to make a positive effect on the mind of the reader or viewer. First, he develops a favorable image of the brand in his mind. Then he would think to buy only that product or service whose image is positive in his mind. For example, there are so many health drinks in the market but we choose that product, which has a positive image in our mind. That is why some people buy Complan and some others buy Horlicks.

Ans. to Q. No.8: There are *two* types of demand, which are as follows -

(a) Market Demand: It is the total volume that would be bought by a defined customer group in a defined geographical area in a defined time period in a defined marketing environment under a defined marketing programme.

(b) Company Demand: It is the share of the company in the market demand.



1.8 MODEL QUESTIONS

A. Very Short Questions

Q.1 : Define advertising

Q.2 : What do you mean by brand ?

B. : Short Questions (Answer each question in about 150 words)

Q.1: "Advertising is a non personal communication". Why is it non personal?

Q.2: Write about the various types of advertising with suitable examples.

C : Long Questions (Answer each question in about 300-500 words)

Q.1: Why does a company or a manufacturer promotes surrogate advertising to popularize a product?

Q.2: Do you think advertising is important for development of a society? Justify your answer.

Q.3: Enumerate the objectives of advertising in your own words.

*****

UNIT - 2 : ELEMENTS OF ADVERTISING

UNIT STRUCTURE

2.1 Learning Objectives
2.2 Introduction
2.3 Elements of Advertising
2.4 Advertisement Layout
2.5 Selection of media for Advertising
2.6 Let Us Sum Up
2.7 Further Reading
2.8 Answers to Check Your Progress
2.9 Model Questions

2.1 LEARNING OBJECTIVES

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

- name the elements of advertising
- out line the advertising layout
- explain how to select different media for advertising.

2.2 INTRODUCTION

By now you must already be familiar with the basic concept of advertising and why it is so much important in the present day scenario. Also, we have discussed the objectives and functions of advertising. Finally, in the previous unit we dealt with the various types of advertising. In this unit we would try to explain to you various elements of advertising, such as headline, slogan, USP etc.

Now a days, advertising is much popular among the mass audience. Especially, the young generation prefers advertising to know about various products and services.

This unit will concentrate on the various elements of the features and the creativity of advertising etc. After that we shall discuss the layout of ad copy and finally the selection of the best medium for advertising. In the

following unit, that is Unit – 3, we shall look into the concept of Advertising Media, which includes Print advertising, Radio advertising, Television advertising. Lastly, we shall analyze the concept of Media buying and space selling.

2.3 ELEMENTS OF ADVERTISING

"Advertising is a mass communication tool. It is essentially paid form by a firm or an individual and the ultimate purpose is to give information to develop attitudes & induce action, which are useful to the advertiser"

Each product, company, or non-profit organization ultimately takes on traits by means of which people imagine it, keep it in mind, and express it to people. The people with inventive mind recognize the procedure of placing the various elements in an endless number of ways. When they start putting their creative strategy in action, they must know which part of the advertising should come first as the slogan, headline, picture, brand name etc.

2.3.1 SLOGAN

It is a phrase or a sentence. It is the soul of advertising. It is very easy to remember. Slogan is called the heart of an advertisement. It is a phrase or sentence that describes either the benefit derived from the product or one of the product's most important attributes. It consists of a single phrase by which the advertiser conveys an important idea which will presume the readers to remember & think favorably of his company.

For example- *Ye Dil Mange More.*

Types of slogan :

1. **Slogan that emphasizes product or reward:** Every product has some rewards to offer to the consumers. It may have some hidden quality that differentiates a product from the others. For example *Thanda Matlab Coca-Cola*.
2. **Slogan that emphasizes action to be taken:** The slogan might urge directly to use the product or service. For example –"*Join Scholars' academic for success in life*".



Slogan is the heart and soul of an advertising. It is a brief attention-getting phrase used in advertising or promotion.



Pic. 1

2.3.2 HEADLINE

Unlike slogan, it can be one sentence telling the whole story of the product to give the product information in brief, which is not possible sometime in slogan. A group of words used to attract the attention of customers is called headline. John Caples describes that the headline is the most important element in advertisements which plays a significant role. It introduces product to consumer. It is that introductory line which builds the identity of a new product. Headline, if not changed according to the **festal**, seasons & even moods of human being, it may become a boring and a static headline. It must be changed frequently comprising catchy sentences. Headline can be placed anywhere in the advertisement. But it must be easily identified.

Festal:
relating to festival

The following are some important functions of headlines-

1. The primary function of headline is to gain immediate attention.
2. The secondary function of headline is to tell the whole story of

the advertisement.

Classification of headline :

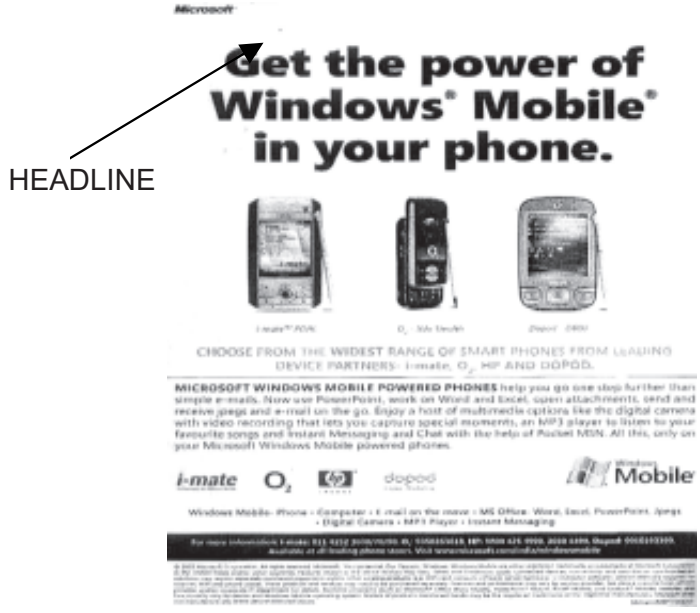
1. **Direct headline:** Direct headlines are straight forward & informative. If the features of the product are strong & are to arouse interest, stimulate sales response, direct headline is better.For eg- Rs. 10% off on *Vishal products* ….Hurry……stock is limited.
2. **Indirect headline:** If the appeal of the product is not very strong, indirect headline should be used. For eg- 'Scratch & get the gift.'
3. **Combination headline:** Combination headline seeks to combine the virtues of direct & indirect headline. For eg- 'Rs. 10 % off + scratch & get the prize'…
4. **News headline:** This type of headline has some news for the consumers. For eg- 'Cigarette smoking is injurious to health'…
5. **'How to' headline:** It can be either direct or indirect. In this type of headline the words 'how to' can be implied as words spelled out.
6. **Question headline:** When a writer frames a headline as a question, he expects to make his audience seek the answer in the text. A question headline will be more provocative if it carries some interesting information or a stimulating idea. For eg- 'What is your best choice?'
7. **Command headline:** A command headline politely 'orders' the reader to do something. For eg- 'Click here -- & send this card' (internet advertisement).



Headline is a collection of words set at the head of an advertising copy to introduce or categorize the product or service.

Differences between slogan & headline :

Headline	Slogan
1. Head line should always be changed according to seasons, festival. E.g. the headline of an umbrella in the summer cannot be used in the rainy season.	1. But the slogan - 'the taste of India' is a reorganization for the product or the company.
2. A headline may be a long or full sentence.	2. Generally slogan is briefer than headline.
3. Headlines are not very much memorable.	3. We generally remember it but not headline.
4. Headline can communicate a relevant idea quickly and effectively.	4. Slogan attract and slowly influence the people.



HEADLINE

Pic. 2

Sub headline :

An advertisement can carry several headlines. Of these, one is usually the main headline and the others are subordinates. Sub headlines can serve several purposes.

Picture: It is usually the most important visual element in an advertisement. We

know that one visual is equal to thousands of words. So picture selection can make the ad very effective or very dull.



Pic. 3



BRAND NAME

Pic. 4

Product/service name/ Brand Name: It is a replica or outline of the product or service. Sometimes some advertisement does not carry the product name to create the curiosity in the target people's mind. As star cement did at the initial stage.

Logo: It includes words, name, symbol, devices or any combination to identify the organization and to distinguish from the others.



LOGO

Pic 5

USP: It stands for unique sales promotions. Sometime the ad mentions the facilities which is given to the buyers very clearly.



UPS

Pic 6

Address: The last part of advertisement is address/ (may be website/ dealer name etc.)



ADDRESS

Pic 7

LET US KNOW



The following are some important characteristics of a Slogan -

1. Slogan should be brief, well balanced & easy to say. For eg. *Believe in the best- BPL*
2. It should be dealt on one idea.
3. Easy to remember. – *yeh dil mange more* –we can remember it easily.
4. Make sure it highlights either a product, reward or an action.
5. Make it provocative.
6. Make it help differentiate the product.
7. Use rhythmic style.
8. Make sure the slogan is not likely to confuse the consumer.
9. It should have an immediate impact on consumer's mind.
10. It should be very specific & to the point.

The following are some important characteristics of headline:

1. It should have an immediate impact on the readers.
2. It should include some promise of reward either direct or indirect.
3. It should be easy to understand because people have no time to

spend.

4. It should be very relevant, to the point & specific.
5. It should co-ordinate with other elements of the advertisement.



CHECK YOUR PROGRESS

Q.1: What do you mean by a slogan in advertising?

_____

_____

Q.2: What are the characteristics of slogan?

_____

_____

Q.3: What is a headline?

_____

_____

Q.4: Give the right answers from the following -

i) Slogan is longer than headline. Yes/No

ii) Slogans slowly influence the target audience. Yes/No

iii) Indirect headlines are straight forward & informative. Yes/No

iv) USP stands for unique sales promotions. Yes/No



ACTIVITY 2.1

1) Open today's newspaper and select an advertisement. Now, note down its various elements. Try to develop some different slogans and headlines for the same product and compare then with each other.

2) Collect at least 50 slogans of different products from print and audio visual advertisements. Prepare a chart and write the product names in the left side and the slogans in the right side.

2.4 ADVERTISEMENT LAYOUT

A layout is an arrangement of headlines, photographs, logo, border & other typographic devices that serves as a preview for the client & a guide for the illustrator, lettering artist, engraver, type setter & printer. Layout is a fairly rough working drawing that can be presented to management for approval. Several types of layout are used to accomplish the laboratory working. Layout has basically two functions to perform. One is mechanical & the other is symbolic function.

The layout artist most often has to work within certain space limitations. There are the various stages in preparing layout. These are –

1. **Thumbnail layout:** A thumbnail layout is a miniature sketch of a proposed print ad. Several sketches of possible layout are made.These are 1/8 to1/4 the size of the final product. A thumbnail sketch offers the artist an opportunity to try out a variety of ideas.
2. **Rough layout:** Out of several thumbnail layouts, one of the thumbnail layouts is selected for further development. Rough layout will be the exact size of the final layout. It is an experiment but very important one. Change can be made at this stage.
3. **Semicomprehensive layout:** A rough layout may be used for presentation of a proposed ad to the management for approval. The semi comprehensive layout is the first in a hierarchy of layout. For almost every proposed advertisement, the semi comprehensive layout serves all purposes of layout in every respect.
4. **Comprehensive layout:** This type of layout represents the final ad. All the elements of the ad are designed finally in the layout.
5. **Ad Copy (Body Matter) :** Ad presents the most persuasive selling message. Copy writing is the art of writing. The whole written portion of an advertisement is called ad copy.

The basic idea of an ad copy is to motivate people. It is the main body of words or the textual matter of an ad. The copy, regardless of medium, is basically an amplification of the headline theme. Before writing any actual copy, a copy writer can wisely draw up a copy policy. ‘Copy policy is a diagram or

blueprint of a number of pieces of copy that are to be written.' It should explain the following points-

1. To whom the copy is addressed and why.
2. The exact purpose of this copy.
3. The points that are to be made & the sequence in which they are to be made.

Classification of Advertisement Copy:

1. **Reason-why copy:** Any copy that features a reward in the headline or illustration & explanation why the product should be bought is called Reason-why copy. Advertising should always give consumers a reason to buy the product.
2. **Humorous copy:** Advertisement can be made more appealing by a touch of humor. Humorous copy has the capacity to attract attention.
3. **Descriptive copy:** When a copy includes description of the product or service & the description becomes the major focus of the ad, it is called descriptive copy.
4. **Testimonial copy:** Advertisers tend to prefer celebrities who are widely known, easily recognized and well liked & variety of products. For eg. Priti is shown using Liril soap or Aamir Khan is drinking Coca-cola and so on.
5. **Straight copy:** Sometimes advertising delivers very straight message. It identifies the needs of the people.
6. **Dialogue copy:** When two or more persons are shown communicat-ing with each other & solving their problems is called a dialogue copy. For e.g. The coca cola's ad. Where Aamir Khan & three young girls are shown with conversation.
7. **Narrative copy:** The copy with a narration is called narrative ad copy. Almost everyone likes to hear the interesting story. The story is one of the oldest forms of literature & is a reliable approach to communicate an advertising message.

AD COPY



Pic. 8



CHECK YOUR PROGRESS

Q.5: What do you mean by an advertisement lay-out?

_____

_____

Q.6: What are the four steps for preparing an advertisement layout?

_____

_____

Q.7: What is an advertisement copy?

_____

_____

Q.8: Name the various types of ad copy.

_____

_____



ACTIVITY 2.2

1. Read carefully the following points and try to prepare an ad layout-

a) Select a product.
b) Prepare slogan, headline, subheadline for that product.
c) Try to make a layout utilizing your ideas and proper placement of the elements.

2.5 SELECTION OF MEDIA FOR ADVERTISING

An adviser wants his message or information to reach prospective consumer. In today's business world, every producer is trying his best to attract the attention of consumers toward his product. So, in this context, we can say that the selection of media for that particular product is a very important work.

The classification of media:

- ✓ **Print media:** Newspaper, magazine, leaflet, letter etc.
- ✓ **Audio media:** Radio, Tape recorder etc.
- ✓ **Audio-visual media:** Television, film etc.
- ✓ **Outdoor media:** Hoardings, wall paintings, posters, Banners, Electric signs etc.
- ✓ **Indoor media:** Kiosk (basically an almirah or rack or a stand, of any shape and size, which is prominently illuminated and glazed. The products are displayed in the kiosk artistically); window display etc.
- ✓ **New media:** Internet.

Non-profit associations and government agencies use advertising for many of these reasons. Sometimes such organizations are not looking for a profit. They can use advertising to build an identity in the people's mind, to communicate information and to do all the other things that advertising does so well.

An advertiser always aims to reach out to many people with the most effective selling message at the lowest possible cost. Various media are available for conveying the message. Media selection is one of the most important decisions. But choosing the right medium for the right target audience is not every one's cup of tea. The largest advertisers generally use

several types of media and consider them as complementary rather than competitive.

Selection of media depends upon different factors :

(1) Every medium has a *common circulation* and an *effective circulation*. Circulation is made up of entire number of people who read or pledge to the medium. The effective circulation is the number of potential consumers who read it and the number of those who persuade sales. Sometimes, two or more periodicals are circulated among the same people. Therefore, just adding together the whole circulation of these journals does not give a true picture of the number of persons arrived at. From 10 to 15 percent of those people may be reading both or all of the periodicals.

(2) The medium should be selected taking into account the class of people to be influenced. The classification of people may be made in any way but the classification of media will depend upon the nature of product and its market. People may be divided into different groups by their social standing, by the kind of work they do, by their income, educational standards religion family background etc. Further, they may be classified on their geographical locations .The thing is to determine which of the classification gives the most workable classification and use such classification in defining the market and the people to be reached by the advertising media. Say for instance, if a product is meant for youngsters (urban area), the TV and the internet will be the most appropriate media.

(3) Media circulation must match the distribution pattern of the product. Hence, geographic scope of the market will considerably influence the choice of media. Furthermore, those media should be selected which will reach the target consumers in the desired type of market with a minimum of waste circulation. A firm manufacturing shotguns, for example, should advertise in a magazine meant for hunters. Thus, the media will differ keeping in view the target customer and their circulation.

(4) It is the reader's temperment at the time he reads, views or listens that the advertisement helps to determine. A person cannot be receptive for advertisement for a medicine when he is quite healthy or an advertisement for books for the next higher class when he is enjoying holidays. In the same way people usually comprehend certain periodicals when they are more receptive of certain kinds of suggestions from others.

(5) The expenditure of the media should be measured in relation to-

(a) The amount of funds available for advertising and

(b) The circulation of the media.

The quantity of funds offered for advertising purpose will choose the media. A company appropriating large funds for advertising may prefer TV or radioand others.

(6) The chosen media should be well matched with the advertising message. The advertiser should prefer the media, which are most suitable for the ad message and for the people for whom it is intended. They should carry the message to the right persons and in the right viewpoint. If a product calls for a long message, newspaper or journal may be chosen. If information is brief, billboards may be the right choice and if the dealer wishes to create stimulation and interest in new product,TV may be preferable. Mass consumption items like soaps, toothpastes, hair oil etc. may call for newspaper or weeklies as the best choice.

(7) Competition in the field is another reflection in selecting the media of advertising. Generally, the media used by competitors are preferred so as to make an remarkable plea for the manufactured goods. He may also utilize other media not used by contestant to get the success.

(8) The size as well as the nature of business unit also play a significant role in making the options for the media. Different media will go well with the vessel, food, drugs and chemical stores, grocery units etc. A big unit having chains may use of TV, Radio, newspapers and magazines having national network whereas a small unit of fabric mill will prefer newspapers and cinema slides only.

CHECK YOUR PROGRESS



Q.9: Name the different media for advertising.

_____

_____

Q.10: Selection of media depends upon what factors?

_____

_____

Q.11: What are the problems regarding selection of media.

_____

_____

ACTIVITY 2.3



1. Watch television advertisements and go through the print advertisements. Try to identify the target audiences of various mass media. Now select a suitable media for an AIDS campaigning awareness programmes. Justify why the selected media is suitable for your advertisement campaign.



2.6 LET US SUM UP

In this unit you have been introduced to the basic elements of advertising. Let us summarize these concepts.

Slogan is called the heart of an advertisement. It is a phrase or sentence that describes either the benefit derived from the product or the product's one of the most important attributes. On the contrary, in an advertisement headline plays an important role. It introduces any product to its consumer. It is that introductory line which gives the whole story of a new product. There are various types of headlines as direct headline, indirect headline, combination headline, news headline, how to headline, question headline and command headline. Some advertisements have several headlines, out of which, one is usually the main headline and the others are subordinates.

A layout is an arrangement of headlines, copy blocks, photographs, logo, border & other typographic devices that serve as a preview for the client & a guide for the illustrator, lettering artist, engraver, type setter & printer. Layout is a fairly rough work presented to management for approval. The copy is the written portion of an advertisement. The basic idea of an ad is to motivate people.



2.7 FURTHER READING

1. **Advertising Basics,** *J V Vilanilam & A K Varghese, Response Books, New Delhi*
2. **Advertising Management**, *Alok Bajpaye, Authors Press, New Delhi*



2.8 ANSWERS TO CHECK YOUR PROGRESS

Ans. to Q. No.1: It is a phrase or a sentence. It is the soul of advertising. It is very easy to remember. Slogan is called the heart of an advertisement. It is a phrase or sentence that describes either the benefit derived from the product or one of the product's most important attributes. It consists of a single phrase by which the advertiser conveys an important idea which will presume the readers to remember & think favorably of his company.

For eg. Yeh hai youngesthan meri jan. (Pepsi)

Ans. to Q. No.2: The following are the characteristics of a Slogan -

1. Brief, well balanced & easy to say. For eg. *Jio shar uthake (Coca cola)*
2. It deals to one idea.
3. It is easy to remember. – *yeh dil mange more*
4. It is provocative. 'Kya kare control e nehi hota '(Lays)
5. It is rhythmic style. 'Jorka jhatka dhire se lage'(Miranda)
6. It is very specific & to the point.

Ans. to Q. No.3: Unlike slogan, it can be one sentence telling the whole story of the product to give the product information in brief, which is some time not possible in slogan. A group of words used to attract the attention of customers is called headline.

Ans. to Q. No.4: Give the right answers from the following -

i) Slogan is longer than headline.
Answer : No

ii) Slogans first influence the target audience.
Answer : Yes

iii) Indirect headline are straight forward & informative.
Answer : No

iv) USP stands for unique sales promotions.
Answer : Yes

Ans. to Q. No.5: A layout is an arrangement of headlines, photographs, logo, border & other typographic devices that serves as a preview for the client & a guide for the illustrator, lettering artist, engraver, type setter & printer. Layout a fairly rough working drawing showing can be presented to management for approval. Several types of layout are used to accomplish the laboratory working. Layout has basically two functions to perform. One is mechanical & the other is symbolic function.

Ans. to Q. No.6: a) Thumbnail layout: A thumbnail layout is a miniature sketch of a proposed print ad. Several sketches of possible layout are made.

b) Rough layout: Out of several thumbnail layouts, one of the thumbnail layouts is selected for further development.

c) Semi comprehensive layout: It is developed from rough layout. It is one farther step ahead.

d) Comprehensive layout: this type of layout represents a final advertising sketch.

Ans. to Q. No.7: The copy is the written portion of an advertisement having the basic idea to motivate people.

Ans. to Q. No.8: 1. Reason-why copy. 2. Humorous copy.

3. Descriptive copy.
4. Testimonial copy.
5. Straight copy.
6. Dialogue copy.
7. Narrative copy.

Ans. to Q. No.9: Print media : Newspaper, magazine, leaf let, letter etc.

Audio media : Radio, Tape recorder etc.

Audiovisual media : Television, film etc.

Out door media : Hoardings, wall paintings, posters, Banners, Electric signs etc.

Indoor media : Kiosk (basically an almirah or rack or a stand, which is prestigiously illuminated and glazed of any, shape or size. The products are displayed in the kiosk artistically), window display etc.

New media : Internet etc.

Ans. to Q. No.10: Selection of media depends upon different factors. Say for instance…

(1) Circulation of the selected media.
(2) Class of the target audience availing the particular the selected media.
(3) Advertising budget for the selected media.
(4) Right message according to the target audience.
(5) Competition with the different companies of the same product.
(6) The size as well as the nature of business unit.



2.9 MODEL QUESTIONS

A. Very Short Questions :

Q.1. What do you mean by a thumbnail layout ?

Q.2 : State two functions of headlines.

Q.3 : Why is slogan said to be the soul of advertisement ?

B. Short Questions (Answer each question in about 150 words)

Q.1: Layout is not decoration but communication – comment within 300 words.

Q.2: Prepare an print medium advertisement layout of any product of your choice.

Q.3: What are the differences between slogan and headlines? Enumerate with suitable examples. (Word limit 200).

B. Long Questions (Answer each question in about 300-500 words)

Q.1: Discuss the various characteristics of an advertisement headline.

Q.2: Do you think print advertisements are more effective than television advertisements? Justify your comment within 300 words.

*****

UNIT - 3 : ADVERTISING MEDIA

UNIT STRUCTURE

3.1 Learning Objectives

3.2 Introduction

3.3 Advertising Media

- 3.3.1 Concept
- 3.3.2 Print advertising
- 3.3.3 Radio advertising
- 3.3.4 Television advertising

3.4 Concept of Media Buying and Space selling

3.5 Impact of advertising

3.6 Let Us Sum Up

3.7 Answers to Check Your Progress

3.8 Further Reading

3.9 Model Questions

3.1 LEARNING OBJECTIVES

After going through the unit, you will be able to

- define the advertising media
- discuss the advertising in print, radio and television
- explain the concept of media buying
- describe the impact of advertising.

3.2 INTRODUCTION

In the previous unit, we have dealt with the various elements of advertising, what are the features and how to create slogans, headlines etc. There we have got an outline on the layout of ad copy and have also discussed the topic i.e. the selection of the best medium for advertising. In this unit, that is Unit – 3, we will consider the concept of Advertising Media, which includes Print advertising, Radio advertising, Television advertising and then we shall analyze the concept of media buying and space selling.

Advertising is a one-way communication whose purpose is to inform the potential customers about products and services and how to obtain them. Every major media including television, radio, movies, videos, the internet, billboards etc. is used to deliver these messages. The print media includes newspapers, magazines, brochures, pamphlets and all printed materials that fall under the purview of advertising.

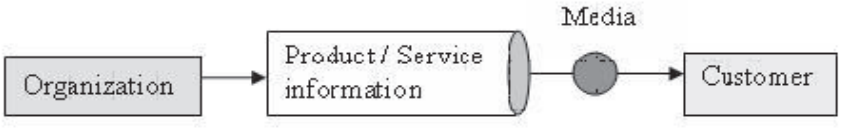
The concept of advertising agency, different types, role of ad manager etc. will be considered in the next unit i.e. unit 4.

3.3 CONCEPT OF ADVERTISING MEDIA

We know that advertising is the paid form of publicity. Proper selection of medium for advertising can change the scenario of product sell and company image.

3.3.1 CONCEPT

Advertising is an effort to influence the buying behavior of the customers by offering a persuasive selling message about the products and services. In recent years, with the spread of the media reach advertising has attained a much wider popularity. The communication channels used for advertising, including television, radio, newspapers, magazines, cinema and outdoor advertising is popularly known as advertising media.



Here we can consider four elements in an advertising process. These are the organization, the product information, the media and the target audience or prospective customer. As described in the model, an organization disseminates an information regarding their product or the services to the target customer through various media in the form of advertising. In the absence of any of these elements,

the process cannot be successful. Let us discuss various media, through which we can disseminate advertising message to the target audience.

3.3.2 PRINT ADVERTISING

As we have discussed in the earlier courses of BMC first year that print media is one of the most effective media all around the globe. The print media includes newspapers, magazines, brochures, pamphlets and all print materials that fall under the purview of printed advertising.

Newspaper is the most popular form of print media. A newspaper is a written publication containing news, information and advertising. The newspaper may be daily or weekly or fortnightly. The newspaper can be classified as shown below in terms of size, frequency and language.

A. Size: 'Broadsheets' and 'Tabloid' are the two types of newspapers according to the size.

- Broadsheets: 600 mm by 380 mm (23½ by 15 inches and 8 columns wide); generally it is the standard size newspaper.
- Tabloids: Half the sizes of broadsheets at 380 mm by 300 mm (15 by 11¾ inches) and these newspapers cover more features in contrast to broadsheets.

'The Statesman ', 'The Assam Tribune ', 'Amar Asom' belong to the standard category while English weekly as 'The Sun', 'The Sahara Times' and Assamese weekly such as 'Asom Bani', 'Sadin' etc. are in the tabloid category.

B. Frequency: The time or the frequency of publication of newspaper differs from organization to organization. The Assam Tribune, The Sentinel etc. are the daily news papers but there are so many weekly news papers like 'Asom Bani', 'Janambhumi', 'Sadin' and fortnightly newspaper like 'The Gursons Times' etc. A daily newspaper is issued every day. Sunday editions of daily newspapers tend to be larger, include more specialized sections and advertising inserts, and cost more.



Media:
literally media is the plural form of medium. It stands for the tools or channels of communication.

Advertising media:
The communication channels used for advertising including television, radio, the printed press, and outdoor advertising.

C. Language: We can classify the newspaper according to language as Hindi (Purbodoy), English (The Assam Tribune) and other regional language (Asomiya Pratidin, Anada Bazar Patrika) etc. As English has become the international language of business and technology, many newspapers formerly published only in regional languages have also developed English-language editions.

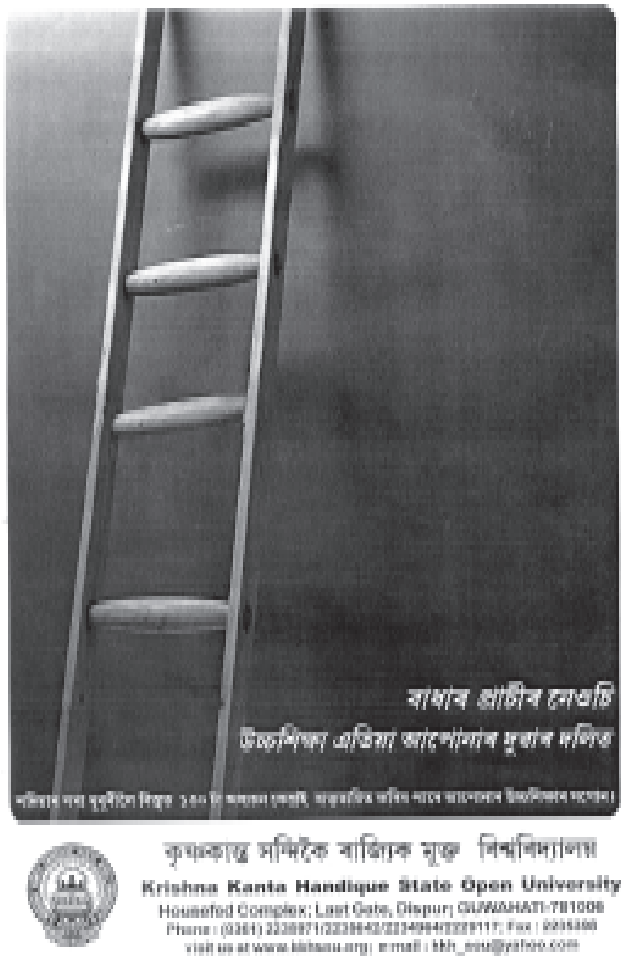
When we consider the newspaper as an advertising medium, we have to asses the advantages of the newspapers as it provides more flexibility than other media do. It is possible to convey rapidly and quickly the sales message, which can be changed or modified to suit the target group. Newspapers reach to diverse sections of people. Customers of a particular group can be selected by placing the advertisement in a special interest section. Here we can say that if the product is sports related then it is better to advertise in the sports page. If it is cooking related products then it should be advertised in the special supplements where there is a scope for discussing recipes etc. The cost of advertising message per reader is lower in a newspaper than in any other medium. Besides, newspapers are carriable. The messages can be read any where, at once at home or outside.

However, despite the several advantages, there are also some limitations of advertisements published in the newspapers. One of them is the short life span, may be for a few days only. Most studies indicate that the average reader spends between 15 to 20 minutes on a newspaper. This means the advertisement has to make its impression quickly. So, a poor presentation may reduce the impact of advertisements on readers.

Newspaper advertising can be distinguished as follows-

1) **Display advertising**: This type of advertising is placed with great importance. It has strong attention value because of the illustrations, the arrangement of headings and the body text, the

white space, color or other visual devices. Following is an example of this type of advertisement published in 'the Assam Tribune', the premier English daily of Assam on, June 01, 2008.



2) **Classified advertising** : As the name implies, such advertisements are placed in a special page i.e. classified page of the paper. For example 'matrimonial', 'vacancies' etc. On the other hand some display classified advertisements are also published by the newspapers, which allow more flexibility of arrangement than the regular classified including borders, different font style and type, white space and photographs.
3) **Special advertising** : The government and the political parties mostly give this type of advertising. For example, the tender notice,

'Gohari', government clarifications etc.

Magazine Advertising :

A magazine is a periodical publication, consisting of sheets of paper folded in half and stapled at fold. Generally magazine carries features, articles, stories, current affairs, advertising etc. The presentation of the materials in a magazine is different from that of newspapers. A magazine can be classified as follows in terms of its—

(a) **Size**: There are different kinds of magazine with different sizes. As 'Readers Digest', 'Wisdom' are totally different in size from 'The India Today', 'Outlook'.

(b) **Frequency**: Periodicity can be considered in this regard. There are so many magazines with different kind of frequencies like weekly ('The Week'), fortnightly ('Prantik'), monthly ('Competition Success'), bimonthly or quarterly.

(c) **Audience**: Based on the target audiences, the magazines can also be classified. Such as women magazine –'Femina', teenager magazine 'the Eclectic', fashion lover magazine 'Women's Era', 'Vogue', entertainment based magazine 'Film Fare' etc.

The target audience cannot be differentiated in the newspapers. But most of the magazines are published for different category of people. Therefore, if an advertiser wants to disseminate the message of a women related product then the magazine advertising will be more beneficial than newspaper advertising. Magazine ad also lives more days than that of a newspaper. The printing quality and paper quality are some other advantages in magazine advertising.

On the other hand, the magazine has very selective circulation and giving ad in magazine is quite expensive. The rate structure of the magazine is decided according to the size of papers - partial page and full page. The extra exposure, the out cover of a magazine with colour printing is always considered a preferred or premium position and commands a higher rate than the inside pages.

Direct mail Advertising:

As its name indicates, the direct mail is one of the media of communication that brings the product message directly to the notice of the individual through mail or personal delivery. This is personalized communication, addressed directly to the recipient by name to draw his personal attention towards the product or service.

The pamphlets distribution is the early stage of direct mail ad. It is one of the effective ways to send the sales message to the target audience through postal system.

There are different kinds of direct mails. For example -

(a) Sales letters
(b) Postcards
(c) Leaflets
(d) Folders
(e) Booklets
(f) Catalogues
(g) Gift novelties
(h) House Journals

Direct mail is one tool that can be used as a part of a marketing strategy. To target a specific type of potential customer, direct mail can be more cost-effective than the other advertising media.

The advertisers get some other advantages also at the time of using the direct mail. Direct mail is personal in nature than other ad media. Through direct mail a business person can keep contact with his dealers and customers more frequently way and can disseminate the important information to them at a minimum cost.

In spite of these positive factors, direct mail advertising has some disadvantages as well. The direct mailing programme depends upon the quality of the mailing list. To prepare a quality mailing list is not an easy task. Another important point is the cheap quality text portion without proper editorial or entertainment material may create a negative impact on consumers' mind. Direct mail also needs a regular

investment in stationery, printing and posting. On the other hand, it cannot be denied that sometimes frequently used direct mail makes the consumers feel bored.

3.3.3 RADIO ADVERTISING

The radio is a major and the most popular medium of advertising. Its coverage area is more than 90% of India's total land mass. To give the advertisement in radio one has to buy the time. It is a time-oriented medium. The sound alone must accomplish the communication job.



Prime Time is that part of a radio or television schedule expected to attract the largest audience. That means the time period when the television or radio audience is the largest in number.

The radio ad rates structure depends upon the day, date and time. Rates change according to the **prime times**, holidays, programme to programme. The radio offers some advantages to the advertisers. It can disseminate instantly the ad message to its particular target audiences. The radio is a practical and low-cost vehicle. It needs less effort and concentration of the listener. On the other hand, literacy is not a barrier to understand the ad message. A radio costs not a huge amount and without electricity we can run the radio with the help of battery. So radio is a very successful medium for an advertiser to reach the rural people.

But there has been certain amount of reluctance by the advertisers to use the radio largely because it cannot be watched and physically evaluated like other media. If a product needs demonstration to deliver the ad message to its target audience, it is not the perfect medium for that product, because the product quality cannot be exhibited, one can only hear about it. Frequency is very important when considering an advertising schedule in radio. Listeners tune in and out, change stations - channels, and are often engaged in some other activity while the radio is on. People need time to get used to hearing the brand name, particularly if new, and then they need to hear what type of product or service is all about. That is why continuity is very necessary in radio advertising. Now the FM culture has become popular in the cities and it has changed the advertising scenario for utilizing FM transmission.

3.3.4 TELEVISION ADVERTISING

The television advertising is a form of advertising in which goods, services, organizations, thoughts, etc. are promoted via the medium of television. Most advertisements are produced by an outside advertising agency and the time is purchased from the TV channel or from the broadcasters. TV has already caught the market and holds a large number of viewers in many different demographic groups. Advertisers always prefer TV as the most effective medium for advertising.

The TV advertising serves some advantages to the advertisers. Television has wide impact on the target audiences and can disseminate the product message effectively. One visual footage is equal to thousands of words. So the visual footages with product information influence the people's mind easily. With the help of sound, action with colour, the advertiser can easily show the product quality. Receiving the information at home within an entertainment atmosphere, commercial breaks are always well accepted.

There are several types of TV advertising as political TV advertising (ad for some political party before election), ad on income tax clearance, customer and central exercise information, product and service information, social awareness advertising, promo (ad of a serial or movie such as *'Saat Fere'* or '*Star Voice of India'* is given in the other programme in that particular channel), sponsorship (in a television programme there are several sponsors, who are seen in the screen at the time of starting and ending) etc. The rate structure of television advertising depends upon the period or prime time as well as on the quality and popularity of a programme being broadcast.

There are also some disadvantages of television advertising as well, such as, it is a much more expensive medium and can only reach a sizeable audience. It is not a suitable medium to disseminate an information to a specific target audience.



CHECK YOUR PROGRESS

Q.1: What do you mean by advertising media?

Q.2: How can we classify news papers?

Q.3: What is the difference between display advertisements and classified advertisements?

Q.4: What is direct mail? What are the tools that we can use for direct mail?

Q.5: Write the answer from the following—

i) AIR stands for what?

a) Air India Radio.

b) All India Radio.

c) America India Radio.

ii) Coverage area of AIR is more than 90 % in India. Yes/No

iii) The print advertisements specially in the news papers accounts on the basis of –

a. cm x cm

b. column/ cm

c. only column

iv) Advertisement rate varies in audio visual medium on the basis of time. Yes/No



ACTIVITY 3.1

1) Open today's newspaper and mark all the advertisements. Now note down how many spaces are acquired by them?

2) Listen to the radio advertisements at 7 pm to 8 pm and note down how many advertisements are broadcast.

3) Watch the television also and compare the advertisements according to the way of presentation with that of radio.

3.4 CONCEPT OF MEDIA BUYING AND SPACE SELLING

Media buying

Media buying is the function of an advertising agency in buying 'space' or 'time' in a media to place an advertisement of a product or a service. Media buying is a strategic planning, negotiation and buying of Print Media, Television, Radio etc. It is a specialized skill, which requires knowledge on the target audience, consumer behaviour, the media, and the criteria used to measure the value of time and space. For placing an advertisement in mass media, the advertiser has to buy space or time according to the nature of media.

John Philip Jones in the book edited by him, 'The Advertising Business', states that a media buyer may be defined as the individual in an advertising agency who is responsible for reviewing, recommending, negotiating and buying the media time and space that will support the brand positioning. He is responsible for the purchase of time and space for the delivery of advertising messages in the media. A media buyer may be an employee of an advertising agency who specializes in such purchases, but, technically, a media buyer is any advertiser, advertising manager, or individual who buys the commercial time or the advertising space.

Space Selling

These space does not mean here to an individuals in the ordinary sense of land or freedom of existence. The 'space' we are discussing now is the space available and intended for advertising in different media. We should remember that while dealing with TV and radio, the term 'Space Selling' is aptly replaced by 'Time Selling'. But 'space selling' is used in a general collective sense.

A space seller for any media based organization performs the task of interacting with prospective advertisers and convincing them to use his organization's medium to place their ad. The services of every publication/ channel cost much more than the price we pay for it. A space seller steps in here- to sell that advertising space/time to the potential advertisers.



CHECK YOUR PROGRESS

Q.6: What do you mean by media buying?

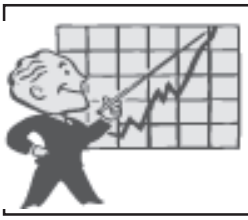
Q.7: What are the primary tasks of a space seller?

3.5 IMPACT OF ADVERTISING

Advertising has now become an industry with enormous impact on the social, economical, cultural and political system. By increasing the demand of the products and services, advertising affects the economical growth in a society. Advertising can create a demand for a particular product. If the product is available in the market and if people buy the product, then the overall cost will decrease and the product will become cheaper for the customer, which raise his willingness to buy more. Here we can realize that the advertising has an enormous influence on the society. It influences the consumers to purchase the product which will make them happy. It creates the urge in us to go for a particular product.

Advertising can also have an impact in politics. It gives the chance to the opponents to respond to charges very quickly. In many countries the political parties give the contracts of their publicity to some reputed advertising firms.

Finally, we can not deny the impact of advertising on the culture of our society. For example, the image of women is being exploited in the advertisement for the sake of profit. We can refer here as an example, the use of female model and the way of presentation of the image in the male product advertisements like *Gillette*, *Axe* etc.The advertising influences decision capacity to buy food, car, dress, medicine almost everything we need the help of ad. It wouldn't be untrue to say that we cannot imagine a society without advertisements.



CHECK YOUR PROGRESS

Q.8: Do you think advertising has a great impact on the society? Justify your answer.



ACTIVITY 3.2

1. There is a prepared questionnaire. Go to a nearby village and distribute it or ask the questions personally and prepare a report on your findings.

Questionnaire

a) Name:
b) Address
c) Preferable product :
d) Preferable advertisement:
e) Opinion on the impact of advertising in the society:

Signature of the Interviewee

3.6 LET US SUM UP

In this unit you have been introduced to the various advertising media. Let us summarize.

In recent years, with the spread of the media, advertising has also attained much popularity. Advertising is the process to send information about a product or service to the customers by the organization through a medium. Newspaper, Magazine and other commercial advertising media including wall paintings, billboards, printed flyers, shopping carts, sky writing, bus stop benches, stage shows, platforms and trains, stickers posters etc. are playing very important role in the ad world. Radio is a major, very healthy and most popular medium of advertising. Its coverage area is more than 90% of India's land mass. On the other hand, television is the most effective electronic media in present society. A television advertisement is a form of advertising in which

goods, services, organizations, thoughts, etc. are promoted . To place the ad in media, one has to buy space or time according to the nature of the medium and it is called media buying. Advertising has a great importance in social, economic, cultural and political part of our lives.



3.7 FURTHER READING

1. **Advertising Management**, *C.L.Tyagi & Arun Kumar*
2. **Advertising Management: Concepts & Cases**, *Manendra Mohan*
3. **Advertising Management**, *Rajeev Batra, JohnGMyres, David A Aaker*



3.8 ANSWERS TO CHECK YOUR PROGRESS

Ans. to Q. No.1: The communication channels used for advertising, including television, radio, newspapers, magazines, cinema and outdoor advertising are popularly known as advertising media.

Ans. to Q. No.2: Newspaper can be classified in terms of -

- Size
- Frequency or periodicity and
- Language

Ans. to Q. No.3: Display advertising: This type of advertising is placed with strong attention value because of the illustrations, the arrangement of headings and body text, the white space, colour or other visual devices. It sometimes may take two full pages or one full page and some times half page. On the other hand classified advertisings are placed in a special page of the paper i.e. classified page. Such as matrimonial, job ads etc.

Ans. to Q. No.4: The direct mail is one of the media of communication that brings the product message directly to the notice of the

individual through mail or personal delivery. This is personalized communication, addressed directly to the recipient by name to draw his personal attention towards the product or service.

Ans. to Q. No.5: Give the right answers from the following -

i) AIR stands for what?

Answer : All India Radio

ii) Coverage area of AIR is more than 90 % in India. Yes/No

Answer : Yes

iii) The print advertisements specially the news papers accounts on the basis of –

Answer : (b) column/ cm

iv) Advertisement rate varies in audio visual medium on the basis of prime time.

Answer: Yes.

Ans. to Q. No.6: Media buying is the function of an advertising agency in buying 'space' or 'time' in a media to place an advertisement of a product or a service.

Ans. to Q. No.7: A space seller for any media based organization, performs the task of:

a) Interacting with prospective advertisers.

b) Convincing them to use the organization's medium to place their ad.

Ans. to Q. No.8: Advertising has an enormous influence on the society. It tells the consumers that the purchasing of only that product would make them happy. It tries to create the urge for the in us. It also helps the economic growth in our society. Advertising can has an impact in politics. It gives the chance to the opponents to respond quickly to charges against them. Finally, we can not deny the impact of advertising on the culture of a society. Now we cannot imagine a society without advertisements.



3.9 MODEL QUESTIONS

A. Very Short Questions

Q.1 : What is the difference between a broadsheet and a tabloid ?

Q.2 : What do you mean by display advertising?

B. Short Questions : (Answer each question in about 150 words)

Q.1: What do you mean by media? What is the relation between media and advertising?

Q.2: Do you think the rapid expansion of internet advertising has hindered the growth of other electronic media advertising?

Q.3: What are the advantages of classified advertisements?

Q.4: What is the basic difference between radio ad and TV ad?

C. Long Questions : (Answer each question in about 300-500 words)

Q.1: 'Direct mail advertising is more beneficial for a small firm'- Comment.

Q.2: How can radio advertising influence the people of remote areas?

Q.3: Discuss the concept of media buying and space selling.

*****

UNIT-4 : ADVERTISING AGENCY

UNIT STRUCTURE

4.1 Learning Objectives

4.2 Introduction

4.3 Concept of Advertising agency

4.4 History

4.5 Types of advertising agency

4.6 Organizational set up

4.7 Ad. Manager

- 4.7.1 Who is an Advertising Manager?
- 4.7.2 The duties and responsibilities of an Advertising Manager
- 4.7.3 The qualities of an Advertising Manager

4.8 Let Us Sum Up

4.9 Further Reading

4.10 Answers to Check Your Progress

4.11 Model Questions

4.1 LEARNING OBJECTIVES

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

- define what an advertising agency is all about
- discuss the brief history of an advertising agency
- out line the types of advertising agency
- describe the organizational set up of an advertising agency
- elucidate the role of an ad. manager.

4.2 INTRODUCTION

In the previous unit i.e. unit 3, we dealt with the concept of different types of advertising media such as print, radio and television and finally, there we have also got an out line on media buying. This unit introduces to you the concept, types and organizational set up of an advertising agency. We shall also discuss the duties and responsibilities of an advertising manager.

Advertising agency is an organization that, on behalf of clients, makes the copy and produces different kinds of advertisements, places the advertisements in the desired media, and plans the advertising campaigns. Advertising agencies may also perform other marketing functions, including market research and consulting. Basically an advertising agency is a service dedicated for creating, planning and handling advertising for its clients. The activities of an advertising agency, advertising campaign will be considered in the next unit i.e. unit 5.

4.3 CONCEPT OF ADVERTISING AGENCY

As we have discussed in the earlier units, **advertising** is an important communication vehicle that typically attempts to persuade potential customers to purchase or to consume a particular brand of product or service. Many advertisements are designed to generate increased consumption of a product and service through the creation and reinforcement of "*brand image*". There are three components in an organization associated with advertising – the advertiser, the advertising agency and the mass media. The advertiser spends money, the agency creates the message and provides other services and the media publish the message. Publish means bringing the message with proper format to the target audience through different media of communication. Advertising is often placed by an advertising agency on behalf of an organization.

The demand of the advertisement in the marketing process is increasing day by day. To fulfill the demand, the concept of advertising agency came into existence in the early part of nineteenth century. An advertising agency is an organization that creates, plans and handles advertising, marketing strategies and sale promotions for its clients. It is independent in nature. Different types of business houses, corporations, non-profit organizations and government departments are the clients of an advertising agency.

According to the American Association of Advertising Agencies, '*an agency is an independent business organization composed of creative and*

business people who develop, prepare and place advertising in advertising media for sellers seeking to find customers for their goods and services'.

An ad agency is a team of experts which serves clients of different sectors. As a service provider, an Advertising Agency takes up the important tasks of representing its clients to their target audience in an innovative and effective manner. An agency creates advertisements and disseminates the prime message through the advertisements within the budget of the clients and always tries to fulfill the requirements and short/long term objectives of the clients. An agency uses different media, including print, television, radio, internet etc. for spreading the message of the clients. There are plenty of business houses, industries, firms or corporations who are looking to outsource their advertising needs to an Ad agency.

A modern advertising agency offers specialized knowledge, skills and experience which are required to produce an effective advertising campaign. The specialists of an advertising agency work together to understand the requirements of an advertisement campaign and develop suitable advertising plans and strategies. An agency represents the core of the advertising profession and by creating advertisements and delivering them through appropriate media, the agencies implement advertising plans and strategies.



Ad campaign:
A planned programme using advertising aimes at a particular target market or audience over a defined period of time for the purpose of increasing sales or raising awareness of a product or service.

LET US KNOW



Here is a list of large, medium and small Advertising Agencies in India:

1. Akshara Advertising - New Delhi, Hyderabad, Chennai, Bangalore, Nagpur, Jaipur.
2. Leo Burnett India Pvt Ltd - 96 offices in over 84 countries - Offices in India - Mumbai, Delhi, Bangalore.
3. Contract Advertising (India) Ltd - iContract Dr. A B Road, Mumbai, Nehru Place, Delhi, Lavelle Road, Bangalore.
4. Crayons Advertising and Marketing Pvt Ltd - New Delhi, Chandigarh, Jaipur, Mumbai, Chennai, Kolkata, Trivandrum,

Kathmandu & Dubai.

5. Creative Advertising – Mumbai.
6. Enterprise Nexus Communications Pvt. Ltd - Mumbai, Dlehi, Bangalore.
7. Euro RSCG Advertising Pvt Ltd - offers Advertising, Marketing Services, Public Relations, Media Planning Services. Offices in Mumbai, Bangalore, Chennai, Delhi, India & New York, Paris, Singapore, Buenos Aires .
8. FCB-Ulka Advertising Ltd - Mumbai, Delhi, Hyderabad, Calcutta, Bangalore, Kochi, Chennai.
9. Fountainhead Communications Pvt Ltd- Offers Servicing, Planning, Creative & Media Services with offices in Chennai & Bangalore.



CHECK YOUR PROGRESS

Q.1: What do you mean by an advertising agency?

_____

_____

Q.2: Write the names of at least five advertising agencies of India.

_____

_____



ACTIVITY 4.1

1. Try to collect a list of advertising agency of your district.
2. Visit an office of an advertising agency and make an interview with the advertising manager and prepare a note on the activities and functions of the advertising agency.

4.3 HISTORY

The first advertising agencies were set up in the beginning of the nineteenth century. Britain's first agency '*White's*' was founded in London in about 1800. It began by producing advertising for government lotteries, and after that the agency started to work as advertising agent for the war office.

We can trace the origin of the modern advertising agency by the story of Volney B, Palmer of Philadelphia. The first agencies were no more than space brokers, selling press advertising space on a freelance basis for newspapers. Palmer was a **space broker**. In 1842, Palmer purchased a huge space in different newspapers. The media organizations sold the spaces in a special discount rate. Palmer then resold those spaces to the advertisers and got a profit of huge amount.

At the beginning, newspaper publication used only one size, which was unable to draw the attention to a message. As newspaper production improved by the sizes and designs with variety of illustrations, the space brokers took the part in the competition by offering **copywriting** and design services. In this way the creative advertising agency was born. Advertisers bought advertising space through the agencies, which offered them the best ideas

In the late nineteenth century *N W Ayer and Sons* offered to plan, create and execute complete advertising campaigns for the clients. This changed the scenario of the advertising agency. Advertising agency has been established as a profession.

James Augustus Hickey started the *Bengal Gazette or Calcutta General Advertiser* in 1780 as the first Indian newspaper. The main objective of Hickey's newspaper was to publish advertisements. His paper carried only advertisements on the front page. In 1905, the first Indian advertising agency D. Dattaram & Co. was established in Bombay.



Space broker
An agency or an individual deals with advertising, who buys advertising space in bulk from the media owners and re-sells it to the advertisers at a profit.



Copywriting is the process of writing the words that promote a product, business, or service. It may be used as plain text, as a radio or television advertisement, or in a variety of other media.



CHECK YOUR PROGRESS

Q.3: Write a name of an advertising agency of early days? When was it founded?

_____

_____

Q.4: Describe briefly the changing activities in ad agencies from the past.

_____

_____

4.3 TYPES OF ADVERTISING AGENCY

Advertising agency makes the copy and produces different kinds of advertisements for the clients. It places the advertisements in the desired media, and prepares the plan for the advertising campaigns. Advertising agencies may also perform other marketing functions, including market research. There are basically three types of ad agencies. Let us discuss these types -

(i) Full service agency :

A full service agency provides all required services to the clients regarding advertisements. It plans, creates, produces and places advertisement. In addition, it also offers other marketing services like sales promotions, organising trade shows, publishing newsletters and annual reports etc.

Full service advertising agency studies the product or service and streamlines its marketable characteristic and how it relates to the competition. At the same time the agency studies the potential market, possible distribution plans and advertising media. After that the agency makes a formal presentation to the client detailing its findings from the market research about the product. It recommends the advertising strategy to the client. If the client agrees, the agency then launches the execution phase. This phase includes writing and producing the advertisements, buying time and space in various media, delivering the advertisements to the appropriate media, and verifying

that all advertisements actually appeared during the specified time or in the specific space. Finally, the agency makes sure that the clients are getting the best possible benefit from the advertisements.

(ii) Media buying service :

Media buying service advertising agency is an organization that specializes in buying the time slots from radio and television channels and space from print media and reselling it directly to the advertisers or to the full service advertising agencies. The prime functions of this type of agency are selling of time for electronic media to the advertiser and it orders the spots on the various stations involved, and monitors regarding the release of the advertisements. This type of advertising agency deals with the media buying and space selling for clients' advertisements.

(iii) Creative boutique:

Creative boutique specializes in the creation of advertisements. In general, boutiques create innovative, imaginative and interesting advertising themes and produce the advertisements for the clients. An organization using the creative boutique may take the help of other advertising agencies for space buying and execution of advertising planning. Creative boutique advertising agency does not deal with the media buying, advertising campaign and other marketing functions. It only involves with the creation of innovative advertisements for the clients.



LET US KNOW

J.W.Tailor says, 'effective and gainful advertising starts with a winning advertising plan.' Selection of an advertising agency is an important task for the management of the advertisers. The following points are important at the time of selecting an advertising agency–

- The agency must be known. Previously unknown agencies are not preferred.
- The agency must have creativity. The secret of creativity is simplicity.

- The agency must have a sound track record, a good deal of experience.
- The account executives of the agency must have ability to understand the client's problems.

Depending upon the creativity and commitment to the client and the quality of the management are the reasons to select the advertising agency for an advertiser.



CHECK YOUR PROGRESS

Q.5: What do you mean by a full service advertising agency?

_____

_____

Q.6: What is the main task of a creative boutique?

_____

_____

4.3 ORGANIZATIONAL SET UP

The organizational set up of an advertising agency varies on its capacity, financial condition and structure. But over all every ad agency has some common departments. The traditional full service agency is divided into three functional departments as account management, also known as client service; creative and media departments. Its functional area has a vital role to play in developing the advertising strategy for the clients. Let us discuss the main departments of an advertising agency.

Creative department

This department is engaged with the creation of the various themes and designs them for different media. Modern advertising agencies usually employ copywriters and art-directors to form the creative teams. Creative teams may be a permanent team or formed on project-by-project basis. The art-director and copywriter have to report to a creative director. He is an employee with several

years of experience in advertising creativity.

Account services

The other major department in ad agencies is account services. An account executive of the department meets the clients to determine sales goals and creative strategy within specified budget. The department coordinates the organization, media and production staff. It is responsible for meeting the prospective clients and getting business for the company. The department is the main profit making department of the agency.

Media department

This department is responsible for the positioning of an advertisement in the press, radio or television. It identifies display spaces for the outdoor advertising. The department, keeping in view the target audience, looks for innovative media outlets and puts the advertisement accordingly.

Production department

Production Department of an advertising agency is responsible for the get-up of the advertisement when they are released in newspapers, magazines, posters and billboards. The production people make sure that the ad gets printed. The employees of the department should have the knowledge of typography, printing technology, layout design, photography, use of material etc. To produce the audio-visual advertisements, they need to know handling camera and other electronic equipment for recording and the department may appoint a non linier editor for the final production or they may outsource for the editing task.



LET US KNOW

Client Turn over

When an advertiser leaves one ad agency and switches over to another, it is known as client turnover. The following are some reasons of client-turnover:

(i) The account is not profitable.

(ii) The advertiser is interested in a new medium with which the present agency is not familiar.

(iii) Lack of coordination between the top executives of the client and the agency.

(iv) Loss of confidence.

(v) When the client does not like the ad programmes conceived by the agency.



CHECK YOUR PROGRESS

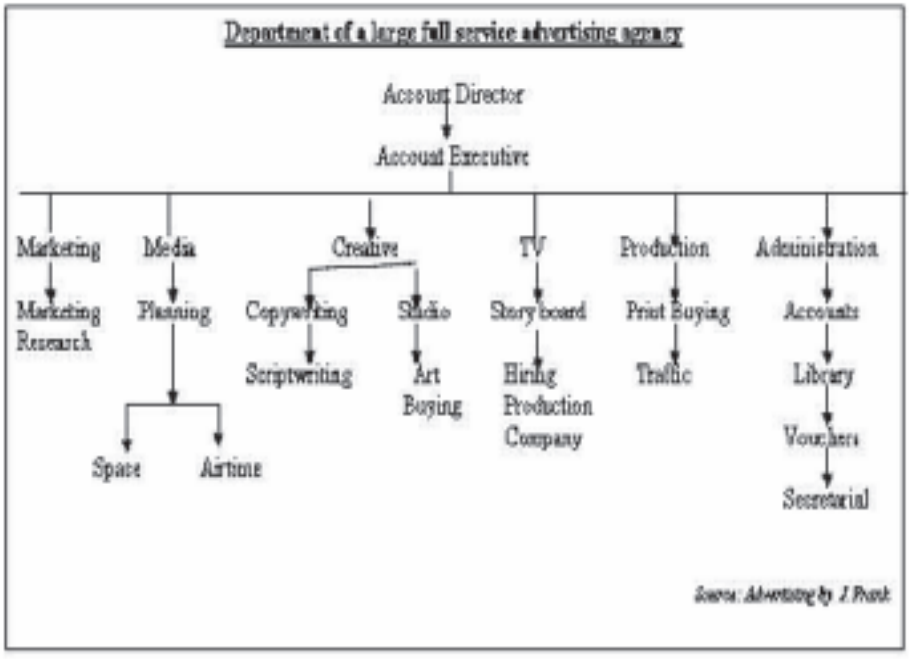
Q.7: Give the correct answers from the following –

a) The organizational set up varies from agency to agency. Yes / No

b) Copy writer is an employee of the account department? Yes/ No.

c) Creative team permanent in an advertising agency. must be/ may not be.

Q.8: Write a brief note on the creative department of an ad agency.





ACTIVITY 4.2

1) Note down the name and designation of the employees of the advertising agency from the interview (as instructed in the activity-4.1

_____

_____

2) Prepare a big chart in a drawing paper and mention the designations of the employees from the top level to lower level.

_____

_____

4.7 ADVERTISING MANAGER

Advertising Manager is an employee of a business house or an advertising agency, who is responsible for planning and controlling its advertising activities and budgets.

4.7.1 WHO IS AN ADVERTISING MANAGER?

Frank Jefkins wrote in his book 'Advertising' that "advertising manager is the in charge of the in-house advertising department. He buys and services advertising for the organization." The advertising manager co-coordinates and supervises the work of the staff in a day-to-day manner in an advertising agency.

The ad manager has to co-ordinate the activities of a number of junior advertising managers or product managers or branch managers, responsible for the marketing and advertising of one particular group of products.

Jefkins in his book mentioned about the presence of three types of advertising manager in an organization. They are -

a) the client's advertising manager

b) the agency's account executive and

c) the media advertisement manager

Though the type and structure of the organization may differ, the role and responsibilities of the advertising manager are more or less same. He is on the other hand responsible for the market research including the marketing strategy, the advertising strategy, etc for the organization. In the case of a large organization, the advertising manager works as part of a team including marketing executives and marketing research personnel. In a smaller set-up, the advertising manager is the only person, who has to take all the responsibilities for the organization.



The term ***marketing mix*** refers to the primary elements that must be attended to in order to properly market a product or service.

Surajit Sen Sharma wrote in an article that the designation "advertising manager" has several other names in the industry, including account executive, marketing manager, advertising sales manager, promotions director, and advertising director. The function of the advertising manager is to conceive the strategy of and implement the promotional component of the **marketing mix**. Now a days, the job of an advertising manager has become more glamorous and demanding.

4.7.2 THE DUTIES AND RESPONSIBILITIES OF AN ADVERTISING MANAGER

An advertising manager is usually required to perform most or all of the following sets of duties, although specific requirements may vary depending upon the nature of the organization and the designations of the advertising manager. An advertising manager has to-

- Prepare the budgets and estimate for components of the advertising campaign.
- Prepare the annual budget.
- Manage the planning and prepare the promotional matter, ensuring that it is consistent with the advertiser's marketing strategy.
- Meet the clients and officials across the departments to coordinate ad campaigns.

- Scrutinize, copy, and edit the promotional material, ensuring that it conforms the guidelines.
- Coordinate activities across the various departments of the agency.
- Develop contacts for promotional campaigns.
- Collect information to build advertising campaigns.

4.7.3 THE QUALITIES OF AN ADVERTISING MANAGER

The following skills and attributes are required for an advertising manager -

- He should be a good communicator. Effective writing skill is a pre requisite to be a good advertising manager.
- He should have a passion for helping people in the industry and for that he must be a good listener.
- He should be a good manager and should have the ability to manage his or her own time and that of others.
- Most of the time he has to take decisions on behalf of the department or the advertising agency. So, he should have decision-making skills
- As stated earlier, he should be an effective communicator and should have persuasive and meditative public-speaking skills.
- He should have the ability to use logic to decide between alternative options.
- He should have the problem-solving capacity with the ability to coordinate and oversee the actions of workers to generate team effort.
- He should have sufficient financial skills to manage resources besides passion for instruction and teaching.
- He should be innovative and should have social awareness.



LET US KNOW

Who is a manager?

Manager is a person who identifies and achieves organizational objectives through the deployment of appropriate resources. A manager has the responsibilities in one or more of the five key areas as managing activities, managing resources, managing information, managing people, and managing him or herself at the same time as working within the context of the organizational, political, and economic business environments. There are managers in all disciplines and activities, although some may not bear the title of manager. Some specialize in areas such as personnel, marketing, production, finance, or project management, while others are general managers, applying management skills across all business areas. Very few jobs are entirely managerial and very few exist without any management responsibilities.



CHECK YOUR PROGRESS

Q.9: What is the status of an advertising manager in an ad. agency?

_____

_____



ACTIVITY 4.3

1) If you are appointed in an advertising agency, what will be your tasks to make it a very good advertising agency? Note down the tasks serially according to the importance to the work.



4.8 LET US SUM UP

In this unit you have been introduced to the advertising agency. Let us summarize the various aspects of advertising agency once again.

According to the American Association of Adverting Agencies, an agency is an independent business organization composed of creative and business people who develop, prepare and place advertising in various media for sellers seeking to find customers for their goods or services.

Ad agency designs advertisements to draw the public attention to its clients. Broadly there are three types of ad agencies —

(i) *Full service agency,*

(ii) *Media buying service,*

(iii) *Creative boutique.*

The organizational set up of an advertising agency varies from agency to agency. But over all every ad agency has some common departments such as Creative department, Account services etc.

Here we have also discussed that the advertising manager is in charge of a department, who coordinates and supervises the work of the staff. Among the other functions, the advertising manager conceives the strategy and implements the promotional activities for an organization.



4.9 FURTHER READING

1. **Advertising**, *Franc Jefkin, Macmillan India Ltd., New Delhi*
2. **Advertising Management: Concepts & Cases**, *Manendra Mohan*
3. **Advertising in India**, *Om Gupta, Kalpaz Publications, Delhi*



4.10 ANSWERS TO CHECK YOUR PROGRESS

Ans. to Q. No.1: An advertising agency is an organization that, on behalf of clients, drafts and produces advertisements, places advertisements in the various media and plans advertising campaigns. Advertising agencies may also perform other marketing functions including market research and consulting.

Ans. to Q. No.2: The following are some advertising agencies of India -

I. Crayons Advertising and Marketing Pvt Ltd (New Delhi
II. Leo Burnett India Pvt Ltd (Mumbai).
III. FCB-Ulka Advertising Ltd (Calcutta)
IV. Hindustan Thompson Associates (Chennai).
V. Mudra Communications Ltd (Ahmedabad).

Ans. to Q. No.3: According to the American Association of adverting Agencies, an ad agency is an independent business organization composed of creative and business people who develop, prepare and place advertising in advertising media for sellers seeking to find customers for their goods and services.

Ans. to Q. No.4: The *White's* is one of the early advertising agencies, which was set up at the beginning of the nineteenth century in London in about 1800.

Ans. to Q. No.5: A full service agency handles the plans, creates, produces and places advertisement for its clients, including sometimes other marketing services such as sales promotions, trade show etc. Full service agencies fulfill all the phases regarding advertising as well as promoting the product in a proper and affordable way for its clients.

Ans. to Q. No.6: In general, boutiques create imaginative and interesting advertising themes and produce innovative and original advertisements.

Ans. to Q. No.7:

a. The organizational set up varies from agency to agency. Yes
b. Copy writer is an employee of the account department? No

c. Creative team may not be permanent in an advertising agency.

d. Broadcast media includes radio, television.

Ans. to Q. No.8: As the name implies the creative department is responsible for all the creative part of an advisement and is to satisfy the client. There are copy writers, art directors, cretive writers etc. The creative director is a creative employee having several years of experience. Creative teams may be permanent partnerships or formed on project-by-project basis. They generate creative ideas to represent the proposition to the best of the satisfaction of the client. The art director and copywriter report to a creative director.

Ans. to Q. No.9: The ad manager has to do everything to maintain the good will of the company as well as the financial condition of the same. He is in charge of co-coordinating and supervising the work of the staffs working in the advertising agency or with even creating the company's own advertisements.



4.11 MODEL QUESTIONS

A. Very Short Questions

Q.1 : Who is a space broker ?

Q.2 : What is copywriting ?

B. Short Questions : (Answer each question in about 150 words)

Q.1 : What is the difference between full service agency and media buying service ?

Q.2 : Give a brief historical assurance of the growth of advertising agency.

B. Long Questions : (Answer each question in about 300-500 words)

Q.1: What do you mean by an advertising agency? What are the basic activities of an advertising agency?

Q.2: Write a note on the duties and responsibilities of an advertising manager.

*****

UNIT-5 : ACTIVITIES OF AN ADVERTISING AGENCY

UNIT STRUCTURE

1.1 Learning Objectives

1.2 Introduction

1.3 Advertising agency activity

- 1.3.1 Various department activities
  - 5.3.1.1 Client Servicing
  - 5.3.1.2 Accounts Service
  - 5.3.1.3 Media Planning
  - 5.3.1.4 The Creative Department
  - 5.3.1.5 The Creative Services Department
  - 5.3.1.6 The Research Department
- 5.3.2 The Duties and the Responsibilities of an Agency
- 5.3.3 Financial Relation of the Advertising Agency
- 5.3.4 Advertising Ownership & Term of Relationship

5.4 Advertising Campaign

- 5.4.1 Concept of Advertising Campaign
- 5.4.2 Advertising Campaign Strategy
- 5.4.3 Research for Advertising Campaign

5.5 Let Us Sum Up

5.6 Further Reading

5.7 Answers to Check Your Progress

5.8 Model Questions

5.1 LEARNING OBJECTIVES

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

- outline the activities of different departments of an advertising agency
- discuss What constitution on advertising campaign
- explain the importance of research for an advertising campaign.

5.2 INTRODUCTION

In the previous unit you were acquainted with the concept of advertising agency. We have also discussed a brief history of advertising agency followed by its various types and the organizational set up. In this unit we have analyzed the role of advertising manager in an advertising agency as well. This unit introduces you to the various activities of an advertising agency. We also emphasize here on advertising campaign as the most important task of an advertising agency.

The responsibilities of an advertising agency are to create new promotional ideas, to design advertisements suitable for different media to buy advertisement space and time, to plan and conduct advertising campaigns, to commission research and surveys, and to provide such other services that help a client in entering and succeeding in a chosen market.

In the following unit, that is Unit – 6, we will be ready to consider some important aspects of advertising and marketing. We will discuss outdoor advertising, film, social and financial advertising etc. We will also have a discussion on Social Marketing Concept there.

5.3 ADVERTISING AGENCY ACTIVITY

Advertising demands a high level of creativity, imagination and innovative thinking. The advertising agency specializes in creation, generation and execution of promotional communication and helps an organization to promote the product and build the image. In fact, it is a service business dedicated to planning, preparing and handling advertising for its clients. It is independent in nature. It also sometimes handles the overall marketing and branding strategies and sales promotions for its clients. The company may hire the agency for producing a single ad or a series of ads through out the year. It is called ad campaign. It uses to provide an outside point of view for better promotion of the client's products or services.

5.3.1 VARIOUS DEPARTMENT ACTIVITIES

There are some ad agency departments such as client servicing, media

planning, creative, research work etc. Let us discuss briefly the various departments and the activities of an advertising agency.

5.3.1.1 CLIENT SERVICING

Client servicing represents the agency to the client. It always tries to maintain the good will in the client's mind. It receives the detailed information of client's requirement. It always looks after the client's satisfaction. The executives chalk out the strategy based on the brand's positioning, product's USP and its communication objective. They try to best coordinate between the company and the client. Basically the department performs the responsibilities of Public Relations on behalf of the Ad agency.

5.3.1.2 ACCOUNTS SERVICE

One of the major departments in ad agencies is account services, which is the sales arm of the advertising agency. An account executive who works within the account services department, meets with the client to determine sales goals and creative strategy. They are then responsible for coordinating the creative, media, and production staff behind the campaign. Throughout the creative process, they keep in touch with the client to update them on the ad's progress and gain feedback. Upon the completion of the creative work, it is their job to ensure the ad's production and placement. So, in a nut shell it can be said that this department of an advertising agency involves in overall strategic plan including the budget, the right media selection and disseminating the client's product message. This department internally discusses the planning strategy with the creative team, the media planning department and if necessary, with the market research agency.

5.3.1.3 MEDIA PLANNING

Media Planning department helps ad agencies to choose the best outlet or medium to reach the desired customers. They plan, schedule, book and purchase space in the print media (newspapers, magazines) or outdoors (billboards, kiosks and bus panels) and purchase time in

electronic and new media (TV & radio, internet). The media planners also may involve in conducting client's need-specific research to assess the particular ad campaign of the company (the advertiser).

5.3.1.4 THE CREATIVE DEPARTMENT

The creative department's main task is to prepare the copy for the advertisements. It picks the right words for the slogans and body matters. The most appropriate and eye-catching visuals can grab the attention of the customers and promote a sale. The creative team in an agency can be further divided into two sections: Copy and Art.



USP:
Unique Sales Promotion

a. Copy Department

The Copywriter gets down to the task of putting across the message in words. The headline, followed by the body (copy) in the case of a print advertisement, a dialogue or jingle for a radio spot, or a detailed story board in the case of a TV commercial advertisement have to be done by the copy department.

A good copywriter must be able to think imaginatively and originally each time, to create an ad story for different products. He should have to co-relate masses and market research findings to present the conclusions in language that is lucid and convincing. And above all, creativity as well as adaptability are needed to be a successful copywriter. However, unlike poetry or short story writing, copywriting is not creativity for creativity's sake. The famous ad expert, David Ogilvy, puts it very concisely: "If it doesn't sell, it isn't creative."

b. The Art Department

This department under the creative team looks for the layout and the make-up tasks. It accommodates the various components i.e. slogan, headline, picture, text, logo, etc. in a balanced format within the given space. Selecting the size and type of the font (lettering) for the print advertisements and the photographic treatment as well as the overall treatment of the TV commercials are some very

important tasks for an art department.

5.3.1.5 THE CREATIVE SERVICES DEPARTMENT

The creative services department has many contacts with the suppliers of various creative media. For example, they will be able to advise upon and negotiate with printers if an agency is producing brochures for a client. However, when dealing with the major media including press and electronic media, this work is usually outsourced to a media agency which can advise on media planning and is normally large enough to negotiate prices down further than a single agency or client can. Modern agencies might also have a media planning department integrated, which does all the spot's planning and placements.

5.4.1.6 THE RESEARCH DEPARTMENT

The Research department tries to measure the effectiveness of the ad campaign. Research provides the strategy to the media planner, who is the person related to ad making for the clients. These professionals are from a variety of disciplines, but they share a common comfort level with mathematical or statistical modeling, sampling techniques and psychographics.



Copywriter:
He is a person who devises the wording of an advertisement or promotional material. A copywriter may be employed by an advertising agency or, in scientific or technical areas, directly by a manufacturing or distribution company. Many copywriters also work freelance.

5.3.2 DUTIES AND RESPONSIBILITIES OF AN AGENCY

Already we have discussed in brief the various activities and responsibilities of different departments of an advertising agency. Some- times the agency responsibility is simply described as the provision of those services customarily rendered by an advertising agency. In other instances a more detailed listing of exactly what the agency will do is provided. This would include topics such as:

- The study and analysis of client products and the markets for those products.
- The study and analysis of distribution channels and methods and their relation to assigned products.
- The study and analysis of advertising media and to determine which

media are especially adapted to the marketing of assigned products, considering their characteristics, markets, and methods of distribution

- The development of specific advertising plans including recommended creative approaches, as well as detailed media programmes.
- The execution of the plan when approved by the advertiser to include specifically:

(a) The preparation of advertising messages in whatever form and for whatever media plan specifies.

(b) The physical production of advertising messages for use in specified advertising media.

(c) The negotiation for favorable rates and the actual ordering of media space and time to carry the brand or product advertising messages.

(d) The timely forwarding of advertising messages in proper form to specified media

(e) Checking and verifying that the advertising messages appear as planned in the media space and time purchased on behalf of the client

(f) Confirmation of space and time charges submitted by the media and other authorized outside suppliers and payment of confirmed invoices.

- Cooperation of advertising agency personnel with corporate employees not directly involved with advertising (sales, research and development, public relations, legal, accounting, etc.) to make advertising programs as effective as possible.
- Agreement by the agency not to handle advertising accounts in a competing product category (e.g. automobiles or antacids) and/or any of the products of one or more specific competing companies (e.g., an agency of Procter & Gamble might agree not to handle any product manufactured by Lever Brothers or its subsidiaries).
- Agreement by the agency to act as agent of the advertiser in the purchase of services, including media services and materials required for advertising of the assigned products.
- Agreement by the agency to secure the advertiser's approval prior to committed expenditures for media, advertising production. etc.

- Agreement by the agency to take reasonable care in safeguarding the security of the advertiser's property given to the agency, including all reports, documents, statistical data, and other material.
- Assurance by the agency that it will disclose its ownership position in any subcontractor it uses in satisfying the client's needs.
- Tie up by the agency to ascertain the ownership of photographs, art work, copyrights, or other property rights that it uses in behalf of the advertiser, and a promise to obtain appropriate releases, licenses, or other authorization.
- Mutual understanding by the agency to carry advertising liability insurance or otherwise indemnify its client against expenses incurred due to legal claims arising from advertising materials prepared for its clients.

5.3.3 FINANCIAL RELATION OF THE ADVERTISING AGENCY

The method of paying the agency has been a subject of much discussion now a days at almost all the meetings of advertising agency associations. There are, basically three methods in practice. The first and most popular is the Commission System. This is the most common and the oldest system of remuneration.

The agency fixes an amount of commission by the media on the advertising bill for the advertisement space bought by the agency. This fixed rate of commission varies from company to company and place to place. For example, an agency places a full-page advertisement in a magazine, which costs, Rs. 10,000/- . If the magazine (the medium) will bill the agency for Rs. 10,000/- less 15 per cent. Then 15 % will be the commission rate.

Firstly, there will be an agreement as to how the agency is to be compensated for planning, producing, and placing advertising. This may be by percentage of commission or by a fee or by a combination of fee and commission. Whatever the arrangement, the advertiser will agree to it, and a description of this compensation

agreement will be included.

Secondly, there will be an agreement on the reimbursement of the agency for its out of-pocket costs for material, services, travel expenses of agency personnel, etc. The agreement may also specify how the client will qualify for cash discounts and how the agency will handle media rate adjustment. The method of compensating the agency for its participation in a cooperative advertising programme if it differs from compensation for agency' service for other client advertising, will also be indicated.

The agreement may specify how the agency will be compensated for special services not covered by the general agreement between the parties such as package design, preparing of collateral material, or planning and executing special research studies, etc.

The agreement may also specify a time frame within which the advertiser is expected to reimburse the agency for its various expenditures made in the client's behalf.

5.3.4 ADVERTISING OWNERSHIP & TERM OF RELATIONSHIP

Most agreements specify the ownership rights of the advertiser in advertising materials presented by the advertising agency. Usually, any material that is actually presented by the agency to its client becomes the client's property.

The agreement may specify that the relationship between advertiser and agency will exist until cancelled by either party or by the agency. Alternatively, the agreement may remain in force for a specified time period of one year and then be cancelable by either party. The agreement also may be written so that it remains in effect from year to year, with a specified annual date on which either party may cancel. Finally, the agreement usually states how the parties will notify each other of their desire to terminate and when notice of

termination must be given. For example, the agreement might specify the 90-day notice of termination period that is standard in the industry.



CHECK YOUR PROGRESS

Q.1: What do you mean by USP?

Q.2: What is accounts planning?

Q.3: What is the main task of a creative department?

Q.4: Who heads the copy department? What is his main function?

Q.5: What is the duty of the research department?

ACTIVITY 5.1



1) Visit an advertising agency and watch various activities of different departments.

5.4 ADVERTISING CAMPAIGN



Market Research: It is a type of research conducted to assess the size and nature of a market. It is the systematic collection and evaluation of data regarding customer's preferences for actual and potential products and services.

Every good ad plan starts with research. This has to be done with the collection of data or information about the target group, the market and the existing competition. Based on market research a broad hypothesis is formed on which the ad story is worked out.

5.4.1 CONCEPT OF ADVERTISING CAMPAIGN

The advertising campaign is a series of advertisement messages that share a single idea and theme which make up an integrated marketing communication. The *Wikipedia Encyclopedia* says that advertising campaigns appear in different media across a specific time frame and particular area. The critical part of making an advertising campaign is determining a campaign theme. The campaign theme is the central message that will be communicated in the promotional activities. The campaign themes are usually developed with the intention of being used for a substantial period but many of them are short lived due to some factors like being ineffective, market conditions, competition in the market

place and marketing mix.

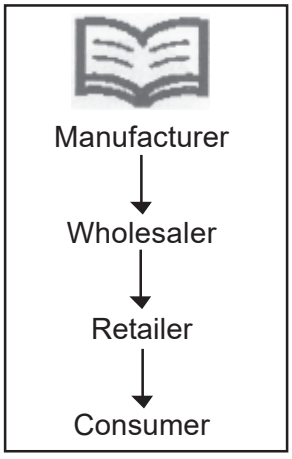
We can say that in the other way an advertising campaign is a series of advertisements concerned with a product or services, having generally the same objective, with a unifying central creative theme or idea. But it varies from media to media.

Following points are important in ad campaign:

1. Basic consumer benefit has to be considered.
2. The central idea should be kept simple but strong.
3. Nervousness should be avoided.
4. New innovative ideas should be experimented.

An advertising campaign consists of an analysis of the marketing and communication situations in order to make sound strategic decisions that can be carried out by designing a series of advertisements and commercials and placing them in the various advertising media. In research, to analyze the marketing strategy, to clear understanding of the marketing mix, to satisfy the demand of the target consumers are important points. Let us discuss these points here.

The product, the price, the channels of distribution (through which the product is sold) and the promotion are the ingredients of marketing mix. We have already discussed the concept of marketing mix. Now we will discuss a few important points of it.



1. **Product:** It is the most vital part in the marketing mix. The product is “bundle of value” that congregates customer hope. For example, TV is now the showpiece of every drawing room. Advertisement of these additional features and positive approaches helps consumers to opt the goods that suit their requirements. The interpretation of the product uniqueness would be helpful to differentiate one product from another. Many Associations advertise a brand, a name, a word, a phrase, an expression, a sign, or an amalgamation of these

rudiments.

2. **Price:** Price is the worth, generally in financial language that sellers ask for their goods. It has to wrap all the expenses including its manufacturing, delivery, promotion and predictable profit. Furthermore, price can sustain the image of the product and distinguish it from the competitors.
3. **Physical Distribution:** The supplying activities of products in the market from the manufacturer to wholesaler to retailer to the consumer are called distribution. Storing, channels of marketing, transportation and track record are the important parts of the distribution process.
4. **Promotion:** To communicate the product information to the consumers to promote the sell is called Promotion. It is a modus operandi to make the regular buyers and would be buyers aware of their desired goods. At this stage of selling advertising along with personal selling, public relations (PR), sales promotion is coming to support the process of marketing of the particular product.

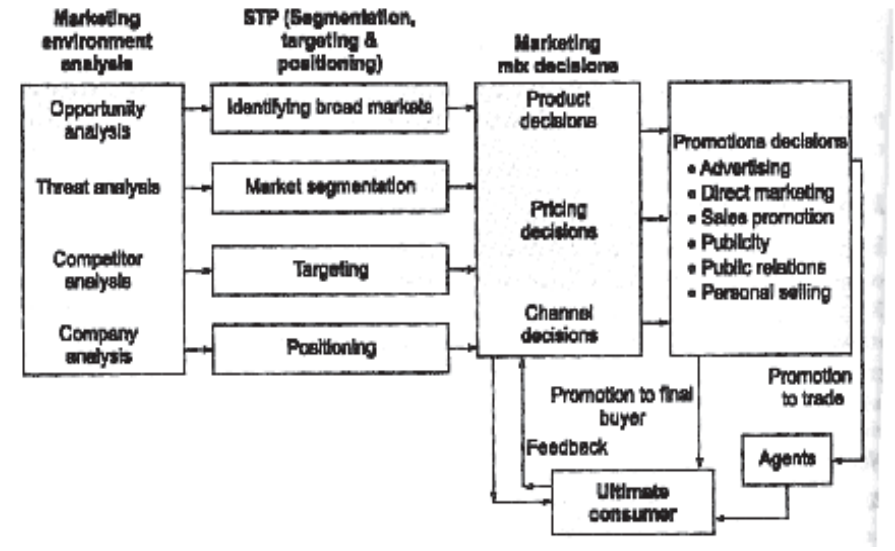
i) **Personal selling:** It is the method of selling the product with the help of interpersonal and face-to-face communication. Here the sales man tries to influence the consumers with his skill to buy the product.

ii) **PR:** The relation between the public and the organization is called Public Relations. The British Institute of Public Relations has given a special attention to evolving a comprehensive definition of the term Public Relations. According to that institute Public Relations is 'Deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its public.' Now certainly you will need some conceptual clarification regarding these new words related to PR. You will be acquainted with the broad concept of public relations and various tools and methods used in it in the next course of BMC, i.e. course - IV.

iii) **Sales promotion:** It is an important part of today's marketing scenario. Gift coupons, discount, money refund guarantee and lottery

are the sales promotion techniques to attract the people and to snatch them from the competitors. It has an immense impact on consumer's mind.

'Four Ps' has been given by Mc Carthy but popularized by Philip Kotler. These four Ps have been extended to seven Ps that including People, Packaging and Processes.



5.4.2 ADVERTISING CAMPAIGN STRATEGY

The advertising campaign is not an easy task. So let us discuss nine important points as given by A. Duncan about to get success in ad campaign.

- **Marketing Plan:** In the marketing plan the agency needs to identify goals of the advertisers. The agency also needs the background information of the advertiser's company and the competitors. The long-term goals can be decided by following the marketing plan. This is crucial to knowing what type of advertising is best for the advertiser's company.
- **Plan of Action:** After deciding on the marketing plan, the agency creates a plan of action. The plan of action gives the

crucial information that the agency can use in executing the ad strategy.

- **Advertising Budget:** The advertisement depends on the company's financial condition. That is why ad budget is necessary. The money for advertising should be used very strategically. So a clear cut idea should be there on the amount of spending money for ad. On the basis of advertising budget the decisions in the creation and placement of all ad media should be taken.
- **Affordable Opportunities hunting:** The agency has to find the best ad placement and the most affordable opportunities to fit into advertiser's budget. If there is a limited budget, agency should find many ways to bypass high advertising costs.
- **Knowledge on Target Audience:** The advertisement cannot be effective if it is unable to hit advertiser's desired target audience. A clear knowledge on the target audience gets the success in creating a fruitful ad.
- **Appropriate Media choice:** The choice of appropriate medium for the advertisement according to the affordable capacity of advertiser is a very important task. On the basis of marketing plan and plan of action, the agency should decide on the ad medium according to the temperament and accessibility of the target audience.
- **Hiring Freelancers if necessary:** To give the best support to the advertisers the agency may consider for hiring a freelance copywriter and/or graphic designer. These professionals know what makes a good advertisement. The agency gets the extra benefit of the freelancers' expertise. Sometimes it becomes more affordable for the agency .
- **Consistency:** Consistency is key for the agency when it is running TV and radio commercials, print ads and a direct mail campaign to make the potential customers start identifying the company's tag line, logo, product image etc.
- **Frequency:** The agency needs to buy the commercials in possible large frequency so that they can increase the chances of hitting the target audience. It helps to maximize the strategy's success.

5.4.3 RESEARCH FOR ADVERTISING CAMPAIGN

Campaign Planning is a significant part of an organization to accomplish the desired goal. Phillip Kotler says that the planning is to decide in the present what to do in future. The planner of an advertising campaign begins with research.

In ad campaign ad research is the most important step. Advertising research is a specialized form of market research conducted to improve the efficacy of advertising. It may focus on a specific ad or campaign, or may be directed at a more general understanding of how advertising works or how consumers use the information from the advertising.

The firm should pinpoint its exact objectives for generating sales and boosting the company's profit. Advertising prospect differs among different business houses, different variety of goods, and different brands. In the research procedure we need some conceptual clarification regarding some points. Such as consumer research, product research, competition situation in the market, budget of the organization etc.

1. **Consumers Research:** In an advertisement the target audience is considered very significant. The customers vary into social formations, nature & set of work, income, educational standard, religion etc. To decide the right classification of people for the product is a very hard and sensitive task for the advertisers. For example, if the product is cosmetics and if it costs five hundred rupees or more, then it is very natural that the target audience will be the upper middle class to upper class. So the advertiser should choose the medium, which is quite popular and accessible to that particular class. The style of the message should have the proper impression over the class. Other wise all efforts will be in vain. At the same time geographical location is also a vital point for consideration. For example, if the product is *Ghagra Choli*; it should be advertised in North India not in North East. In case of increasing the circulation of *Asomiya Pratidin,* it should be advertised in Assam not in Tamil Nadu.

So proximity is very important here. The promotion programme is aimed at the product to satisfy the specific desire or cultivated aspiration. What information consumers want will be given first preference. The buyers are the best judge of a product and their pleasure is the genuine analysis of the product usage. The investigation of the consumer's want, experience, feelings, styles, preferences and approaches are very essential which can remain stagnant. In the modern dynamic days the living pattern is continuously changing into a different culture. The constant intensification of education, social structure, nature, set of work, income, developing transportation and social contacts are changing the standard of life. So the advertisers must be well informed about the current and future desire of his customers to sustain their existence in the market.

Consumer research can be made either directly or indirectly. In the direct method it is to make enquiries through suitable questionnaires among prominent customers by phone, letters or personal interviews to elicit their views on the pertinent matters. On the other hand collected information from salesman's reports, sales and other records help the market study.

2. **Product Research:** Now demands are continuously rising. If there is a demand of a product and its good supply, then the price becomes affordable for the general people the company has to consider the form, shape, size and the quality of their product according to the changing desires and style. It is essential to revise customers' views for the new product as well as the existing product. Changes of the product quality are to be made according to people's aspiration as well as the company budget. Before launching an advertising campaign, it is necessary to ensure the product availability in the market to get the favorable reaction from the consumers. The creation of demand without a proper plan to meet the goal is just to squander the money and

time leading to the loss of reputation of the concern. It implies proper coordination and cooporation of the production and distribution departments. Advertising is an investment to get more profit from the product cell. The financial factors can not be overlooked.

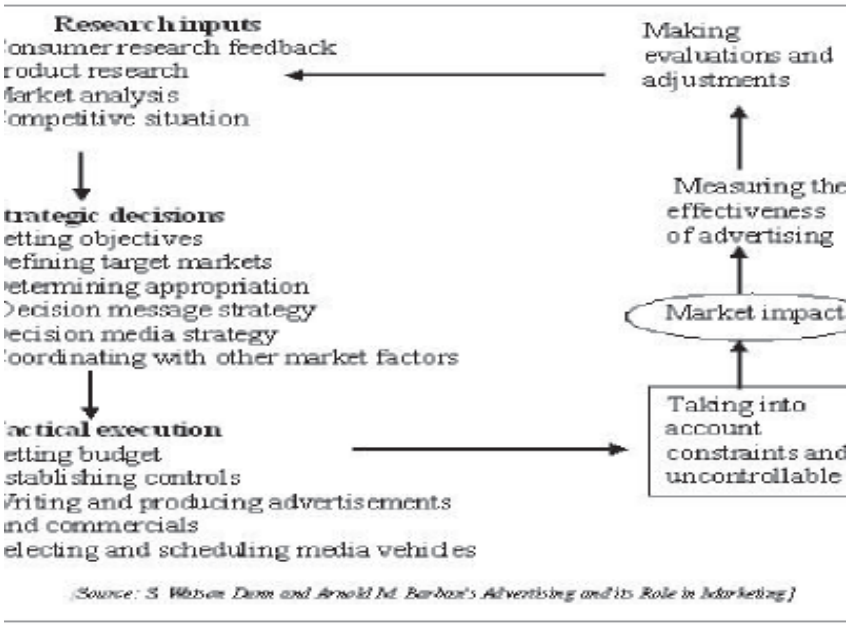
The procedure of the product research is similar to that of the consumer research. Actually the consumer reach and product research are the two sides of a coin. The term 'consumer information' means the views of the consumers regarding a product.

3. **Competition situation analysis:** The success of a campaign depends on the analysis of the activities of competitors because competitor are the good teachers of an organization. They can show what is right or wrong for us. A thorough knowledge of a competing company is required to get success. It is absolutely necessary to scrutinize the market. In this age of globalization every organization tries to push its goods in the market. So, the analysis of the competition situation is one of important steps in the market research.



LET US KNOW

We know that planning is the prime task in an advertising campaign and the findings from a research can help to make a proper planning. The following is a linier model, which depicts the important elements involved in an advertising planning-





CHECK YOUR PROGRESS

Q . 6 : What do you mean by advertising campaign?

Q . 7 : What stands for IMC?

Q.8: What is Public Relations?

Q.9: Give some examples for sales promotion.

ACTIVITY 5.2



Suppose you are appointed an ad manager in a tooth-paste producing company. Prepare good questionnaires for the consumer research of your company product. Collect the data from the market and make a report on it.



5.5 LET US SUM UP

In this unit you have been acquainted with the various activities of an advertising agency, especially the ad campaign. Let us summarize

these concepts once more.

The main areas of work of different ad agency departments are client servicing, media planning, creative and research. Media Planners help ad agencies to choose the best way to reach the desired customer.

An advertising campaign is a series of advertisement messages that share a single idea and theme which make up an Integrated Marketing Communication. An advertising campaign consists of an analysis of the marketing and communication situations in order to make sound strategic decisions that can be carried out by designing a series of advertisements and commercials and placing them in various advertising media. Research is an important part of ad campaign. The Research department tries to measure the effectiveness of the advertisement as well as the product in the market. To get proper information regarding the increasing sell of the product an analysis of the competitors in the market helps in giving a proper shape of the campaign for the particular company.



5.6 FURTHER READING

1. **Advertising Management**, *C.L.Tyagi & Arun Kumar*
2. **Handbook of Journalism and Mass Communication**, *V.B. Agarwal & V.S. Gupta, Concept Publications, New Delhi*



5.7 ANSWERS TO CHECK YOUR PROGRESS

Ans. to Q. No.1: USP stands for Unique Sales Promotion.

Ans. to Q. No.2: This is a senior-level position in the servicing department. It involves evolving the overall strategic plan including the budget, selecting the right media and zeroing-in on the communication message after interacting with the client and internally with the creative team, the media planning department and if necessary, the market research agency.

Ans. to Q. No.3: The creative department's task is to harness the right words, the most appropriate and arresting visuals - anything and everything that will grab the attention and prompt a sale.

Ans. to Q. No.4: The Copy writer. The main function of the Copywriter is to put across the message in words — headline, followed by the body copy in the case of a press ad, a dialogue or jingle for a radio spot, or a detailed story board in the case of a TV commercial.

Ans. to Q. No.5: The main duty of the research department is to measure the effectiveness of the ad campaign.

Ans. to Q. No.6: Advertising campaign is a series of advertisement messages that share a single idea and theme which make up an integrated marketing Communication (IMC). Advertising campaigns appear in different media across a specific time frame and particular area.

Ans. to Q. No.7: MC stands for Iintegrated Marketing Communication.

Ans. to Q. No.8: The relation between the public and the organization is called Public Relations. According to the British Institute of Public Relations, it is "deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its public".

Ans. to Q. No.9: Sales promotion is an important part of today's marketing scenario. Gift coupons, discount, money refund guarantee and lottery are some of the sales promotion techniques to attract the people and to snatch them from the competitors.



5.8 MODEL QUESTIONS

A. Very Short Questions

Q.1 : What is client servicing ?

Q.2 : What is an advertising campaign?

B. Short Questions : (Answer each question within 150 words)

Q.1: Explain the various functions of an advertising agency.

Q.2: "Advertising is an investment" – discuss.

Q.3: What do you mean by budget? How is it related to the campaign?

C : Long Questions : (Answer each question within 300-500 words)

Q.1: Do you agree that competition analysis in the market is necessary for an ad campaign?

Q.2: Discuss the importance of research in advertising campaign.

*****

UNIT-6 : ADVERTISNG & MARKETING

UNIT STRUCTURE

6.1 Learning Objectives

6.2 Introduction

6.3 Out door Advertising

6.4 Film Advertising

6.5 Corporate Advertising

6.6 Financial Advertising

6.7 Social Marketing Concept

6.8 Let Us Sum Up

6.9 Further Reading

6.10 Answers to Check Your Progress

6.11 Model Questions

6.1 LEARNING OBJECTIVES

After going through this unit, you will be able to

- define out door Advertising
- discuss Film Advertising
- describe the corporate and financial advertising
- explain the social marketing concept.

6.2 INTRODUCTION

By now you must have already been familiar with some basic concepts of advertising dealing with its objectives, functions, growth and development etc. In the previous unit i.e. unit 5, we have dealt with the activities of advertising agency, advertising campaign etc. The present unit introduces you to the out door advertising, film advertising, corporate advertising, financial advertising, etc. We will also discuss the social marketing concept here.

The last unit i.e. unit 7 will be devoted to the concept of codes and guidelines for advertising, general rules, cable television advertising

codes, ethical aspects of advertising etc. We shall also make you familiar with some important advertising organizations of our country, like Advertising Agencies Association of India, Advertising Standard Council of India etc. Lastly, we shall discuss the Indian Advertising Scenario.

6.3 OUT DOOR ADVERTISING

The earliest form of advertisement is outdoor advertisement and we can trace it to the Greek and Romans Era. In those days inn sign, which is still utilized, was the oldest form of outdoor advertising. Its main purpose is to attract the attention of the public to the product. Outdoor ads consist of different sized posters, illustrated, metal, painted display on outdoor sites. This kind of advertisements usually give support to the TV, Radio and Print media and remain in position for weeks, months or even years. The following are some important types of outdoor advertising –

a) Posters also include placards display in the public places like walls, building tops or street corners, railway stations, laptop, market place. It may be on a cardboard or any metal sheet supportably a wooden or metal frame. The advertisers can change the posters according to the time and seasons.

   There are different kinds of poster starting from small double crown bills to the large ones on hoardings or bulletin boards. Different sized posters with full color and realistic scenes and pictures of products may look different. The ad copy should have a slogan with the large printed letters. Posters can create an awareness regarding the product message through boldness and color combination.



b) Hoarding includes the bill board, which is made of metal board in large size, with fixed frame and is placed along the streets where opportunity to see and read will be more. But it costs high and sometimes people get bored to see the same picture at the same place.

c) Wall paintings which may be bigger than hoarding. The shape and size give all points of immensity treatment. For election campaign it is largely used.



d) Banners are small in size and made of cloth or rexin or plastic. They may be painted. But streamers are big in size. These kinds of advertisement are costlier and do not last very long because they can be easily spoilt by rain or wind.

e) Balloons filled with hydrogen gas are made to stay at a certain level in the air. Viewers get the opportunity to see the Brand Name on the balloon. But this is a very costly medium.

There are some other kinds of outdoor advertising. Such as electric signs, neon and glow signs, sign boards, traveling displays, aerial advertising or sky writing etc.

Outdoor ad also offers some advantages to the advertisers. These are -

a) The product name can be easily identified.

b) Catchy copy makes a simple impression and creates a feeling regarding the brand image.

c) Repetition is another positive factor for the advertiser of a firm.

But there are some disadvantages also which affects the advertisers regarding the outdoor advertising.

(a) Brevity is one of the main disadvantages. There is no scope for the viewers to browse leisurely as they generally do in a newspaper or to watch the demonstration of the product.

(b) Hoardings, a kind of outdoor advertising, spoil the beauty of a landscape and scenery.

(c) It is also a costlier medium.

For choosing out door medium for a particular product ad, one has to consider some points. These points are discussed here.

The Right Location: It's vital to choose the right locations where the product ad will be viewed by a high percentage of the desired customers. Before buying media the possible visibility of location should be checked out. Some high-traffic locations permit the target audience to see the message every single day, so not only can the stationary media in the proper locations give the reach the campaign needs, but it'll also allow to achieve a high frequency with members of the prospect group. The place would immediately influence a purchase.

A Simple Message: With most outdoor advertising, it's essential to communicate a simple message. Complex messages require consumer education. The advertiser should consider the business of consumers' lives. Nobody has time to watch the ad with proper attention and time. The very best billboards and most other outdoor signage generally use a single, strong visual image and just a few words to convey their messages to drivers in seconds.

The Best Price: The price of the product should be presentable for the consumer in comparison to the same products of the other companies. If possible, the price may be carried in the outdoor advertisement. But it will depend upon the house police of the company. But it cannot be denied that if the price is written there in bold letters the consumers get a chance to have the options.



CHECK YOUR PROGRESS

Q.1: What do you mean by outdoor advertising?

_____

_____

_____

Q.2: Give some examples of outdoor advertising.

_____

_____

_____

Q.3: What are the advantages of outdoor advertising?

_____

_____

_____

Q.4: Write correct answers for the following -

a) Hoarding is also called as _____

b) Wall paintings may be bigger than _____

c) Banners may be made of _____

d) Balloons filled with _____ gas are made to stay at a certain level in the air.



ACTIVITY 6.1

1) Try to make a list of hoardings in your locality and read the hoardings, posters, banners in the leisure time and note down the mistakes to be noticed there.

6.4 FILM ADVERTISING

Trailers or previews are advertisements for films that exhibit at the starting of a cinema in a cinema hall. The term “trailer” comes from their having originally been shown at the end of a film programme. That practice did not last long, because the audience tended to leave the theater after the films ended, but the name has stuck. Trailers are now shown before the film begins.

The film advertisements normally consist of a series of selected shots. Since the purpose of the trailer is to attract an audience to the film, these excerpts are usually drawn from the most exciting, funny, or otherwise noteworthy parts of the film but in abbreviated form and without producing spoilers. For this purpose the scenes are not necessarily in the order in which they appear in the film. A trailer has to achieve that in less than two and a half minutes, the maximum length allowed by theaters. Each studio or distributor is allowed to exceed this time limit once a year, if they feel it is necessary for a particular film.

There are certain characteristics which distinguish the cinema from other media, although it shares many of the advantages enjoyed by television such as its realism through the combination of sound, colour and action. There is truly a captive audience since the cinema is built. The cinema commercial can be longer than the TV commercial. Being shown on a larger and wider screen than that of the TV set, the picture is more dramatic and realistic. While TV commercials can be shown in selected regions, cinema commercials can be shown in selected towns. Cinema advertising is seen in a pleasant, receptive entertainment atmosphere.

But there are some weaknesses. Like broadcast media, it is a transient medium and it relies on remembering the message, and this may depend on how often the commercial is seen. Sometimes it bores the audience. It is also cost effective. It needs extra attention of the audience. It has very restricted target audience. Now a days including advertisement on films some ads on different product or services are broadcast such as 'No Smoking', AIDS control use of helmet during the Bike driving etc.



CHECK YOUR PROGRESS

Q.5: What is film advertising?

_____

_____

_____

Q.6: Write the correct answers from the following -

i. The film advertisements normally consist of a series of _____

ii. A trailer has to achieve that in less than _____, the maximum length allowed by theater halls.

iii. The cinema commercial can be _____ than the TV commercial.

iv. What are the disadvantages of film advertising?

_____



ACTIVITY 6.2

1. Watch a film and try to collect how many ads are broadcast.
2. Compare a film trailer and a television advertisement and note

down the differences between them.

6.5 CORPORATE ADVERTISING

The 'corporate advertising' refers to a special advertising to promote the business or financial interests of a company. Some particular advertisements appear in the business and financial press. Very occasionally, commercial television is also used. In the event of a crisis, such as a strike, disaster or the recall of a defective product, advertisements may be addressed to customers.



LET US KNOW

CORPORATE COMMUNICATION

Corporate Communication is the activities undertaken by an organization to communicate both internally with employees and externally with existing and prospective customers The term implies an emphasis on promoting a sense of corporate identity and presenting a consistent and coherent corporate image in front of public.

The corporate ads broadly include institutional ad, advocacy ad, takeover bids and crisis ad.

6.5.1 INSTITUTIONAL AD

Institutional advertising includes the image-building ads which are in the form of public relations. Instead of issuing news in a broadcast fashion and hoping that editors will print it somewhere, some day, and reasonably accurately, the company takes space and is responsible for what is said in selected media on specified dates.

The word 'image' is one of the most misused words in the communication business. An image cannot be created or polished, although journalists are fond of such expressions. An image is the character of an organization, how an organization is perceived. It will depend on how well an organization is known and understood, and how it is seen to behave. Image advertising, therefore, is concerned with improving the knowledge and understanding of the organization.

Institutional advertisements may be produced in a very literary and artistic form in order to enhance the corporate image, but the modern tendency is to adopt the crisper and more precise style of persuasive copywriting. Actually the aim of these types of ad is to present the company's story, merits and achievements in a strong and positive way.

6.5.2 ADVOCACY ADVERTISING

In contrast to the prestige of corporate advertising with its public relations characteristics, advocacy advertising is more often a propaganda. It either presents a case for a business, or states its position in relation to a political issue.

6.5.3 TAKE OVER BID

In the event of a take-over bid, a stronger company buys up a large number of shares of a weaker company, and then tries to make to the remaining shareholders a favorable offer. The two companies may become caught up in a battle of competing claims and offers. This is usually done by means of advertisements in the business press as well as in letters to shareholders.

6.5.4 CRISIS AD

Crisis of various kinds can descend on companies and urgent advertising may be necessary. The following are the possible crisis situations requiring the use of special advertising that is different from the normal uses of trade consumer advertising. A strike may require advertisements stating by the employer's side of the dispute. An accident may need advertisements which state when normal services will be resumed. A product defect may require advertisements which will identify the problem and ask customers to return the product for modification or replacement.



CHECK YOUR PROGRESS

Q.7: What is corporate advertising?

_____

_____

_____

Q.8: Write the concepts of the following ads -

a) Institutional Ad

b) Advocacy Advertising

c) Take over Bid

6.6 FINANCIAL ADVERTISING

The advertisement strictly related to the finance of an organization is called financial advertisement. It includes share issues, annual reports etc. It always tries to promote the financial picture of the company.

Share issues

When a private company becomes a public company, and its shares are to be sold on the Stock Exchange, or when a nationalized undertaking is privatized and shares are offered to the public, or when a public company wishes to borrow money and offers debentures, a special form of advertising is required under the share issue regulations.

It takes the form of a prospectus, which usually appears in full in the press, sometimes occupying two or more pages with the background information of the company and an application form for the purchase of shares. Condensed versions may also appear in other newspapers. In the case of large share issues such as those for privatized national enterprises the prospectus is usually published throughout the national press. Millions of shares are offered on an installment or trenched basis.

Annual report

Another form of financial advertising which can be regarded as 'corporate' is the one which is used to announce the annual report and accounts. Sometimes

this includes an offer to interested persons of a copy of the printed report and usually with a digest of the chairman's report.

Others

There are also those rather dull advertisements, known as 'tombstones', which appear in the business press, headed 'This advertisement appears as a matter of record only'. These lists the holdings held by various financial partners in an enterprise. These are a necessary public announcement so that there is no secrecy about the participations or there may be a brief token announcement about a new share issue.



CHECK YOUR PROGRESS

Q.9: What do you mean by financial advertising?

_____

_____

_____

Q.10: What is an annual report?

_____

_____

_____



ACTIVITY 6.3

1. Go through an annual report of two organizations (near your locality) and collect information regarding their content and compare the report. Make a report on your collected information.

6.7 SOCIAL MARKETING CONCEPT

The traditional definition of marketing is as "the performance of business activities that direct the flow of goods and services from producer to consumer or

user." Marketing, however, is more than the mere physical movement of goods from the place of production to where they are consumed.

This focus on the "consumer" involves in-depth research and constant re-evaluation of every aspect of the programme. In fact, research and evaluation together form the very cornerstone of the social marketing process.

Social marketing was "born" as a discipline in the 1970s, when Philip Kotler and Gerald Zaltman realized that the same marketing principles that were being used to sell products to consumers could be used to "sell" ideas, attitudes and behaviors. Kotler and Andreasen define social marketing as "differing from other areas of marketing only with respect to the objectives of the marketer and his or her organization. Social marketing seeks to influence social behaviors not to benefit the marketer but to benefit the target audience and the general society."



The term ***marketing mix*** refers to the primary elements that must be attended to in order to properly market a product or service.

Like commercial marketing, the primary focus is on the consumer on learning what people want and need rather than trying to persuade them to buy what we happen to be producing. Marketing talks to the consumer, not only about the product but also about the planning process which takes this consumer focus into account by addressing the elements of the "marketing mix." This refers to decisions about 1) the conception of a Product, 2) Price, 3) distribution (Place), and 4) Promotion. These are often called the "Four Ps" of marketing. Social marketing also adds a few more "P's." As we have touched some points regarding '4Ps' in Unit 5, here we will get more extra information on it.

Product

The social marketing "product" is not necessarily a physical offering. The products exist ranging from tangible, physical products (e.g., health drink), services (e.g. medical exams), practices (e.g. Drinking the ORS or eating a heart-healthy diet) and intangible ideas (e.g., environmental protection) etc. In order to have a viable product, people must first perceive that they have a genuine problem and that the product offering is a good solution for that problem. The role of research here is to discover the consumers' perceptions of the problem

and the product and to determine how important they feel it is to take action against the problem.

Price

"Price" refers to what the consumer must pay in order to obtain the social marketing product. This cost may be monetary, or it may instead require the consumer to give-up intangibles, such as time or effort, or to risk embarrassment and disapproval. If the costs outweigh the benefits for an individual, the perceived value of the offering will be low and it will be unlikely to be adopted. However, if the benefits are perceived as greater than their costs, chances of trial and adoption of the product are much greater.

In setting the price for a product there are many issues to consider. If the product is priced too low or provided free of charge, the consumer may perceive it as to be low in quality. On the other hand, if the price is too high, some people will not be able to afford it. Social marketers must balance these considerations and often end up charging at least a nominal fee to increase the perceptions of quality and to confer a sense of "dignity" to the transaction. These perceptions of costs and benefits can be determined through research, and used in positioning the product. In a short, it should meet the satisfaction of producer's profit as well as the consumer's affordability.

Place

"Place" describes the way by which the product reaches to the consumer. For a product, this refers to the distribution system including the warehouse, trucks, sales force, retail outlets where it is sold, or places where it is given out for free. Another element of place is to decide how to ensure the accessibility of the offering and quality of the service delivery. By determining the activities and habits of the target audience as well as their experience and satisfaction with the existing delivery system, researchers can pinpoint the most ideal means of distribution for the offering.

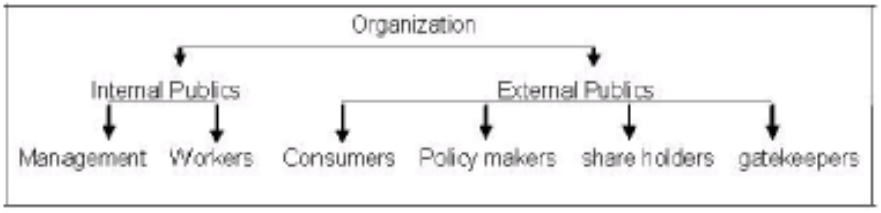
Promotion

Finally, the last "P" is promotion. Because of its visibility, this element is often mistakenly thought of as comprising the whole of social marketing. Promotion consists of the integrated use of advertising, public relations, media advocacy, personal selling and entertainment vehicles. The focus is on creating and sustaining demand for the product. Public service announcements or paid

ads are the ways, but there are other methods such as coupons, media events, editorials, the get together programmes or in-store displays. Research is crucial to determine the most effective and efficient vehicles to reach the target audience and increase the demand. The primary research findings themselves can also be used to gain publicity for the program at media events and in news stories.

Supplementary Social Marketing "P's"

Publics—Social marketers often have many different audiences that their product message has to address in order to be successful .



"Publics" refers to both the external and internal group of people involved with the organization. External publics include the target consumers, secondary audiences, policymakers, and gatekeepers, while the internal publics are those who are involved in internal work of the organization.

"Publics" refers to both the external and internal groups involved with the organization. External publics include the target consumers, secondary audiences, policymakers, and gatekeepers, while the internal publics are those who are involved in internal work of the organization.

Partnership : One organization needs to team up with other organizations in the community to be really effective. It is needed to figure out which organizations have similar goals. A partnership can give extra advantages to get success easily. For example, recently we have got an advertisement of Nokia and Airtel together.

Policy : Social marketing programs can do well in motivating individual behavior change but that is difficult to sustain unless the environment they're in supports that change for the long run. Often, policy change is needed and media advocacy programs can be an effective complement to a social marketing program. At the time of research, it should be noticed that the existing policy is

very successful. Otherwise the competent policy should be implemented.

Purse Strings : Most organizations that develop social marketing programmes operate through funds provided by sources such as foundations, governmental grants or donations. These organization play a big role for the promotion programme.

On the basis of the above discussion we will have an example of the concept of social marketing.

As an example, the marketing mix strategy for a breast cancer screening campaign for older women might include the following elements:

- Here the product is service: Getting an annual mammogram, seeing a physician each year for a breast exam and performing monthly breast self-exams.
- The price of engaging in these behaviours includes the monetary costs discomfort and/or embarrassment, time.
- The place that these medical and educational services are offered might be a mobile van, local hospitals, clinics etc depending upon the needs of the target audience.
- Promotion could be done through public service announcements, billboards, mass mailings, media events and community outreach.
- The “publics” including the target audience, the people who influence the company’s decisions.
- Partnerships could be cultivated with local or national women’s groups, corporate sponsors, medical organizations, service clubs or media outlets.
- The policy aspects of the campaign might focus on increasing access to mammograms through lower costs, requiring insurance and Medicaid coverage etc.
- The purse strings, or where the funding will come from, may be governmental grants, such as from the National Cancer Institute or the local health department, foundation grants or an organization like the American Cancer Society etc. Each element of the marketing mix should be taken into consideration as the programme is developed for they as

the core of the marketing effort. Research is used to elucidate and shape the final product, price, place, promotion and related decisions.

In 'social marketing' the distinguishing feature is 'social good' and it is not a secondary outcome. Not all 'public sector and not-for-profit marketing are social marketing.

Public sector bodies can use standard marketing approaches to improve the promotion of their relevant services and organisational aims which can be very important but should not be confused with 'social marketing' where the focus is on achieving specific behavioural goals with specific audiences in relation to different topics relevant to social good (eg: health, sustainability, recycling, etc). In a nutshell, it can be said that social marketing is the systematic application of marketing along with other concepts and techniques to achieve specific behavioural goals for a social good. Although 'social marketing' is sometimes seen only as using standard commercial marketing practices to achieve non-commercial goals.



CHECK YOUR PROGRESS

Q.11: What do you mean by marketing?

_____

_____

_____

Q.12: When was social marketing started formally as a discipline?

_____

_____

_____

Q.13: What are the four Ps of marketing?

_____

_____

_____

Q.14: What is the basic difference between marketing and social marketing?



6.8 LET US SUM UP

In this unit you have been introduced to the basic concepts of outdoor, corporate, financial advertising. Let us summarize these concepts yet again.

The earliest form of advertisement is outdoor advertisement and it has come down from the Greek and Romans Era.

The film advertisements normally consist of a series of selected shots from the film being advertised. Since the purpose of the trailer is to attract an audience to the film, these excerpts are usually drawn from the most exciting, funny, or otherwise noteworthy parts of the film but in an abbreviated form and without producing spoilers.

The 'corporate advertising' refers to special advertising to promote the business or financial interests of a company. Some particular advertisements appear in the business and financial press. Very occasionally, commercial television is used. In the event of a crisis, such as a strike, disaster or the recall of a defective product, advertisements may be addressed to customers.

The advertisement strictly related to the finance of an organization is called financial advertisement. It includes share issues, annual reports etc. It always tries to promote the financial picture of the company.

The traditional definition of marketing is "the performance of business activities that direct the flow of goods and services from producer to consumer or user." Marketing, however, is more than the mere physical movement of goods from the place of production to where they are consumed.

The focus on the "consumer" involves in-depth research and constant re-evaluation of every aspect of the program. In fact, research and evaluation together form the very cornerstone of the social marketing process.

In 'social marketing' the distinguishing feature is 'social good' and it is not a secondary outcome. Not all the 'public sector and 'not-for-profit' marketing is social marketing.



6.9 FURTHER READING

1. **Advertising,** *Frank Jefkings, Macmillan India Ltd., New Delhi*
2. **Advertising Management,** *Alok Bajpayee, Authors press, New Delhi*



6.10 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q. No.1: Any advertising done outdoors that publicizes products and services is called outdoor advertising. Types of outdoor advertising include billboards ,banners, posters etc. Outdoor advertising works well for promoting the product in specific geographic areas. And can

Ans to Q. No.2: The following are some important examples of outdoor advertising-

- Hoarding
- Wall painting
- Posters
- Banner
- Balloons

Ans to Q. No.3: The following are the main advantages of outdoor advertising-

- The product name can easily be identified.
- It can create a feeling regarding the brand image.
- Repetition is another positive factor for the advertiser of a firm.

Ans to Q. No.4: Write the correct answers from the following—

a) Hoarding is also called as bill board

b) Wall paintings may be bigger than hoarding

c) Banners are small in size and made of cloth or rexin or plastic.

d) Balloons filled with hydrogen gas are made to stay at a certain level in the air.

Ans to Q. No.5: Advertising is a form of communication whose purpose is to inform potential customers about products and services and how to obtain and use them. Trailers or previews are film advertisements for films that are exhibited in a cinema hall. The film advertisements normally consist of a series of selected shots.

Ans to Q. No.6: a) The film advertisements normally consist of a series of selected shots from the film being advertised.

b) A trailer has to achieve that in less than two and a half minutes, the maximum length allowed by theater halls.

c) The cinema commercial can be longer than the TV commercial.

Ans to Q. No.7: Advertising is a form of communication whose purpose is to inform potential customers about products and services and how to obtain and use them. The broad expression 'corporate advertising' refers to special advertising to promote the business or financial interests of a company. These advertisements appear mostly in the business and financial press.

Ans to Q. No.8: a) Institutional Ad

It is a type of advertising that promotes organizational images, ideas or political issues. We can also say that these are the Promotional messages aimed at creating an image enhancing reputation, building goodwill or advocating an idea or the philosophy of an organization, instead of sales promotion.

b) Advocacy Advertising

Advocacy advertising is a type of advertising used in supporting a particular cause, point of view, or a matter of public importance or interest. In contrast with the corporate advertising with its public relations characteristics, advocacy advertising is more

often a propaganda. It either presents a case for a business, or states its position in relation to a political issue.

c) Take over Bid

In the event of a take-over bid, a stronger company, buys up a large number of shares of a weaker company, and then tries to make the remaining shareholders a favorable offer. The two companies may become caught up in a battle of competing claims and offers.

Ans to Q. No.9: Financial advertisings are those advertising which are geared to the world of finance, such as firms, banks, or insurance companies. Typical products in financial advertising are publicly offered financial products such as Mutual Fund shares or limited partnership shares. A large part of financial advertising has to do with the promotion of the image of financial corporations with the hope that the corporation will become a trusted name.

Ans to Q. No.10: Every year, a public company is required to publish a report that summarizes the year of business. These annual reports usually provide investors with a lot of valuable information about the company. The basic purpose of the Annual Report is to let the shareholders know how the company is going. The Annual Report contains information such as basic financial statements, management's opinion of the past year's operations, the corporation's future prospects and future company plan etc.

Ans to Q. No.11: Marketing is the promotion, distribution and selling of a product or service that includes market research and advertising.

Ans to Q. No.12: Social marketing was started formally as a discipline in 1970's.

Ans to Q. No.13: "Four Ps" of marketing are– 1) Product, 2) Price, 3) Place and 4) Promotion.

Ans to Q. No.14: In 'social marketing' the distinguishing feature is 'social good' and but in general marketing it may be a secondary outcome.



6.11 MODEL QUESTIONS

A. Very Short Questions:

Q.1 : What is the difference between corporate advertising and advisory advertising ?

Q.2 : What do you mean by corporate communication ?

B. Short Questions : (Answer each question within 150 words)

Q.1: Describe the 4 Ps in the marketing process.

Q.2: Enumerate the concept of outdoor advertising including its advantages and disadvantages .

Q.3 : What are the basic feature of film advertising?

C. : Long Questions : (Answer each question within 300-350 words)

Q.1: What do you mean by social marketing? Is there any relation with social responsibility?

Q.4: What is an annual report? Is it an important publication of a financial department? If yes, justify your answer.

*****

UNIT-7 : CODES OF ADVERTISNG

UNIT STRUCTURE

7.1 Learning Objectives

7.2 Introduction

7.3 Ethics in Advertising

7.4 AAAI

7.5 ASCI

7.6 Codes and guidelines for advertising

- 7.6.1 General rules of conduct in advertising
- 7.6.2 Code for Doordarshan
- 7.6.3 General AIR code
- 7.6.4 Advertising code and children
- 7.6.5 Code of standards in relation to the advertising of Medicines and treatment
- 7.6.6 Cable Television Advertising Codes

7.7 Let Us Sum Up

7.8 Further Reading

7.9 Answers to Check Your Progress

7.10 Model Questions

7.1 LEARNING OBJECTIVES

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

- discuss the codes and guidelines for advertising
- describe the concept of AAAI (Advertising Agencies Association of India)
- explain the concept of ASCI (Advertising standard council of India).

7.2 INTRODUCTION

In the previous unit we have discussed the out door advertising, film advertising, corporate advertising, financial advertising, social marketing concept etc. This unit introduces to you the codes and guidelines for

advertising, general rules of conduct in advertising, Cable Television Advertising Codes and Code of standards in relation to the advertising of medicines and treatment etc. We shall also make you familiar with the ethical aspects of advertising and some important advertising organization of our country, like Advertising Agencies Association of India, Advertising Standard Council of India etc.

Advertising has an indirect but powerful impact on the society through its influence on media. Many media organizations depend on advertising revenue for survival. Advertisers seek to reach the audiences and the media. This economic dependency of media and the power it confers upon advertisers carries with it serious responsibilities for both.

In case of advertising, there are many advantages and it is true that there are some disadvantages too. That is why the advertisers should always be careful regarding the ethical point of view in advertising. So, this unit deals with the ethics and regulations of advertisings. In the next unit i.e. unit-8, we shall discuss the concept of Public Relations which is as an important part of the mass communication discipline.

7.3 ETHICS IN ADVERTISING

The term '*ethics*' has been derived from Ancient Greek word '*çthikos*' that means custom, habit. A major branch of philosophy, it is the study of values and customs of a person or group. It covers the analysis and employment of concepts such as right and wrong, good and evil, responsibility etc. According to the **Church of Scientology**, "Ethics may be defined as the actions an individual takes on himself to ensure his continued survival across the dynamics. It is a personal thing. When one is ethical, it is something he does himself by his own choice." Ethics is a choice between good and bad between right and wrong. It is governed by a set of principles of morality at a given time and at a given place.

Advertising also has ethical values. Advertising ethics is a system of moral principles applied in the commercial advertising world. It provides guidelines for acceptable behaviour by organizations, which is related to

the world of advertising, in both their strategy formulation and day-to-day operations. An ethical approach has become necessary for both the success in advertising and to build a positive image on the brand or on the organization. Advertising communication is a mix of art and facts based on ethical principles. A consumer-oriented advertisement should be truthful and ethical should not mislead the consumers. Misleading and false advertising creates unfair competition in the market.

The truthfulness of the message that an advertisement caries should be viewed from the consumers' point of view. However, the relevancy of the true and false is sometimes difficult to judge. Generally, the advertisement is judged by the consumers' acceptance and its impact on them.

As advertising is a social process. It must honour the time-tested norms of social behaviour and should not be down the moral sense. In order to enforce an ethical code for advertisement, we have Advertising Standards Council of India (ASCI). It is a self regulatory voluntary organization. Let us discuss the organization in its form and function.

7.3 ADVERTISING STANDARDS COUNCIL OF INDIA (ASCI)

An advertisement is defined as a paid form of communication, addressed to the public and its purpose is to influence the opinions or behaviour of those to whom it is addressed. But some time some advertisers do not obey ethics in advertising, being concerned only with own profit. They want to influence their target audience by disseminating some irrelevant and misleading message through advertising. Advertising Standards Council of India works as the watch dog in the Indian advertising industry.

The ASCI & its Consumer Complaints Council (CCC) deal with complaints received from consumers and industry against advertisements, which are considered false, misleading, indecent, illegal, leading to unsafe practices, or unfair competition, and consequently in contravention of the ASCI Code for Self-Regulation in Advertising.

ASCI is a voluntary self-regulatory council, registered as a not-for-profit Company under section 25 of the Indian Cos. Act. The sponsors of the ASCI, who are its principal members, are firms of considerable repute within the industry in India, and comprise advertisers, media, ad-agencies and other professional services connected with advertising practice.

In 1985 the Advertising Standards Council of India (ASCI) adopted a Code for Self-Regulation in Advertising for maintaining honesty in advertising and fair competition in the market. It stands for the protection of the legitimate interests of the consumers and propagates its Code and a sense of responsibility to all concerned with advertising - advertisers, media, advertising agencies and others who help in the creation or placement of advertisements.

ASCI encourages the public to complain against advertisements with which they may be unhappy for any reason and ensures that each complaint receives a prompt and objective consideration by an impartial committee, the Consumer Complaints Council (CCC) which takes into account the view point of the advertiser, and communicates an appropriate decision to all concerned.

This Code applies to advertisements read, heard or viewed in India even if they originate or are published abroad so long as they are directed to consumers in India or are exposed to significant number of consumers in India.



CHECK YOUR PROGRESS

Q.1: Write the full form of ASCI?

_____

_____

Q.2: When was ASCI formed?

_____

_____

Q.3: Write the correct answers for the following-

a) Advertising Standards Council of India is a self regulatory voluntary organization of the _____.

b) The _____ of the ASCI is spelt out clearly in the literature provided.

c) ASCI endeavours to achieve compliance with its decisions through reasoned persuasion and _____.

7.3 ADVERTISING AGENCIES ASSOCIATION OF INDIA (AAAI)

The Advertising Agencies Association of India (AAAI) is the official national organization of advertising agencies, formed to promote their interests so that they continue to make an essential and ever-increasing contribution to the nation. On September 21, 1945, Advertising Agencies Association of India (AAAI) was registered as a society at 37, Chowringhee, Kolkata with the help of four agencies -D J Keymer, General Advertising Agency, J Walter Thomson Co. and Press Syndicate and 3 agencies from Bombay – Adarts, Lintas and National Advertising Service. In 1961, the AAAI office was shifted to Bombay.

After India became a republic in 1950, our successive governments promoted the policy of self-reliance and import substitution. AAAI Members were called upon to provide support to the government efforts in some of the critical areas in social communication like family planning programmes, nutrition, education, the modernization of agriculture etc.

Following are some aims of AAAI –

- To benefit Indian consumers and to protect their interests by ensuring honest and good advertising.
- To benefit Indian advertisers by promoting their sales, increasing their sales and increasing productivity & profitability, to stimulate business and industrial activity.
- To benefit media by establishing sound business practices among advertisers and advertising agencies and the media owners.

- To question advertising that is wasteful and extravagant; to make it possible for the small entrepreneur to grow through advertising and to compete with the big, to encourage market and media research; to serve society by meeting its social responsibilities.

AAAI was actively involved in determining the procedures and policies of the electronic media in India. Having felt the need for a self-regulating body in advertising, AAAI was highly supportive to the formation of Advertising Standards Council of India (ASCI). Similarly, AAAI encouraged the formation of Indian Broadcasting Foundation so that it could address the needs of TV channels. AAAI also has a healthy relationship with the Indian Society of Advertisers (ISA).

LET US KNOW



INTERNATIONAL ADVERTISING ASSOCIATION (IAA)

In 1938, Thomas Ashwell, publisher of the Export Trade & Shipper magazine in New York, had a vision. Long aware of the need for an organization to coordinate and foster the practice of international advertising, Ashwell assembled twelve other export advertising executives for a meeting on 8 April 1938 at the Harvard Club in New York. Out of that occasion, the International Advertising Association was born.

CHECK YOUR PROGRESS



Q.4: AAAI stands for what?

_____

_____

Q.5: When AAAI was registered as a society?

_____

_____

Q.6: What are the agencies associated with AAAI in its inception?

_____

_____

_____

Q.7: Write the correct answers from the following—

a) The Advertising Agencies Association of India (AAAI) is the official, national organization of _____.

b) One of the important objectives of ASCI is to establish a common platform in _____ of the advertising profession.

c) AAAI encouraged the formation of _____ so that it could address the needs of TV channels.

7.6 CODES AND GUIDELINES FOR ADVERTISING

Advertising is to awaken interest of the buyers in goods or services. The success of advertising depends on public confidence. No practice should be permitted which tends to impair this confidence. The minimum standards of acceptability would be liable to be reviewed from time to time in relation to the prevailing norm of listener's susceptibilities and to develop and promote healthy advertising practices.

Responsibility for the observance of these rules rests equally upon the Advertiser and the Advertising Agency.

7.6.1 GENERAL RULES OF CONDUCT IN ADVERTISING

1. Advertising should be designed as to confirm to the laws of the country and it should not offend the morality, decency and religious susceptibilities of the people.
2. No advertisement shall be permitted which
   i. derides any race, caste, color, 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, causes 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 promotes cigarettes and tobacco products, liquor, wines and other intoxicants;

3. No advertisement message shall in any way be presented as News.
4. No advertisement shall be permitted whose objects where of are wholly or mainly of religious or political in nature; advertisement must not be directed towards any religious or political end or it must not have relation to any industrial dispute.
5. Advertisements for money lenders, chit funds, saving schemes and lotteries other than those conducted by central and state government organizations, nationalized or recognized banks and public sector undertakings, foreign goods and foreign banks, betting tips and guide books etc. relating to horse-racing or the other games of chance. will not be accepted.
6. The items advertised shall not suffer from any defect or deficiency as mentioned in Consumer Protection Act 1986.

7.6.2 GENERAL RULES FOR DOORDARSHAN

This Code was presented to the Parliament in 1987. It incorporates the indecent Representation of Women Act and the Consumer Act., both of which were passed by the Parliament. It suggests 33 Do's and Don'ts for advertisers. These are a set of codes which advertisers are required to conform to. They must scrupulously abstain from offending morality, decency and religious susceptibilities of the people. The success of advertising depends on public

confidence and no The Director-General shall be the sole judge of the Code. The following advertisements should not be permitted:

1. Ads which deride any race, caste, color, creed and nationality or are against the Directive Principles or the Constitution.
2. Ads which tend to incite people to commit crime or cause disorder or adversely affect friendly relations with foreign states.
3. Ads which exploit the national emblem, any part of the constitution or the person/personality of national leaders or state dignitaries.
4. No advisement shall be presented as news.
5. Ads which have any relation to religion, political or industrial dispute.
6. Ads which promote chit funds, money lenders, Jewelers, fortune letters, foreign goods and private saving schemes.
7. Guaranteed goods will have to be made available to Director-General of Doordarshan for inspection if necessary.
8. Ads which portray women as passive or submissive.

CODE OF CONDUCT

It is a statement and description of required behaviors, responsibilities, and actions expected of employees of an organization or of members of a professional body. A code of conduct usually focuses on ethical and socially responsible issues and applies to individuals, providing guidance on how to act in cases of doubt or confusion.

7.6.3 GENERAL AIR CODE

Any pretence in advertising copy will not be accepted by All India Radio. Here we are discussing a few AIR Broadcast Codes which are applicable to advertising in AIR. No advertising will be accepted

if it reproduces-

1. Criticism of friendly countries.
2. Attack of religious or communities.
3. Anything obscene or defamatory;
4. Incitement to violence or anything against the maintenance of law and order;
5. Anything amounting to contempt of court;
6. Aspersions against the integrity of the President and Judiciary.

7.6.4 ADVERTISING CODE AND CHILDREN

- No advertisement shall be accepted which leads children to believe that if they do not own or use the product advertised they will be inferior in some way to other children
- No advertisement shall be permitted which trots someone/ something with contempt and disrepute. Advertising shall not take advantage of the superstition or ignorance of the general public.
- Advertising shall be truthful, must avoid distorting facts and must not mislead the public by means of implications by false statements.

Indecent, vulgar, suggestive, repulsive or offensive themes or treatment shall be avoided in all advertisements. Advertising objectionable books, photographs or other matter leading to the sale and circulation is strictly prohibited.

7.6.5 CODE OF STANDARDS OF ADVERTISING MEDICINES AND TREATMENT

- No advertisement should contain a claim to cure any ailment or symptoms of ill-health.
- No advertisement should contain any offer of medicine or advice relating to treatment of serious diseases, complaints, conditions, indications or symptoms which should rightly receive the attention of a registered medical practitioner.

- No advertisement should be allowed to induce fear on the part of the reader that he is suffering, or may without treatment suffer from an ailment, illness or disease.
- No advertisement should directly or by implication mock at the products, medicines or treatment of another advertiser or manufacturer or registered medical practitioner or the medical profession.
- No advertisement should contain any reference to doctors or hospitals, whether Indian or foreign, unless such reference can be sustained by independent evidence and can properly be used in the manner proposed.
- No advertisement of products, medicines or treatments of disorders or irregularities peculiar to women should contain expression which may imply that the product, medicine or treatment advertised can be effective in inducing miscarriage.
- Advertisements for measures or apparatus concerning family planning would be permissible in so far as they may conform to the generally accepted national policy.
- No advertisement should contain any illustration which by itself or in combination with words used in connection therewith is likely to convey a misleading impression, or if the reasonable reference to be drawn from such advertisement infringes any of the provisions of the Code.
- No advertisement should contain copy which is exaggerated by reason of improper use of words, phrases or methods of presentation e.g., the use of word's like magic, magical, miracle, miraculous etc.
- No advertisement should claim or suggest contrary to the fact that the article advertised is in the form in which it occurs in nature or that its value lies in its being a natural product.
- No advertisement should contain any reference which is calculated to lead the public to assume that the article, product, medicine or treatment advertised has some special property or quality which

is in fact unknown or unrecognized.

- No advertisement should claim that the product, medicine or treatment advertised will promote sexual virility or be effective in treating sexual weakness or habits associated with sexual excess or indulgence or any ailment, illness or disease associated with those habits.
- No advertisement should offer any medical product for the pur pose of slimming, weight reduction or limitation or figure control. Medical products intended to reduce appetite will usually be regarded as being for slimming purposes.
- The use of this expression in advertisements should not imply that the product or medicine can be used in the treatment of sexual weakness.
- Materials meant for distribution in educational institutions must not carry advertisement of anything other than those of value to students.

7.6.6 CABLE TELEVISION ADVERTISING CODE

According to The Cable Television Networks (Regulation) Act, 1995 the Advertising Codes are as follows:

1. Advertising carried in the cable service shall be so designed as to conform to the laws of the country and should not offend mo rality, decency and religious susceptibilities of the subscribers.
2. No advertisement shall be permitted which -
   i. derides any race, caste, color, creed and nationality;
   ii. is against any provision of the Constitution of India;
   iii. tends to incite people to crime, causes disorder or violence, or breach of law or glorifies violence or obscenity in any way;
   iv. presents criminality as desirable;
   v. exploits the national emblem, or any part of the Constitution or the person or personality of a national leader or a State dignitary;
   vi. in its depiction of women violates the constitutional guaran

tees to all citizens. In particular, no advertisement shall be permitted which projects a derogatory image of women. Women must not be portrayed in a manner that emphasizes passive, submissive qualities and encourages them to play a subordinate, secondary role in the family and society.

vii. exploits social evils like dowry, child marriage etc;

viii. promotes directly or indirectly production, sale or consumption of cigarettes, tobacco products, wine, alcohol, liquor or other intoxi cants;

3. The story board or visual of the advertisement must depict only the product being advertised and not the prohibited products in any form or manner;
4. The advertisement must not make any direct or indirect reference to the prohibited products;
5. The advertisement must not contain any nuances or phrases promoting prohibited products;
6. The advertisements should be previewed and certified by the Central Board of Film Certification suitable for unrestricted public exhibition prior to telecast or transmission or retransmission.
7. The goods or services advertised shall not suffer from any defect or deficiency as mentioned in Consumer Protection Act, 1986.
8. No advertisement shall contain references which are likely to lead the public to infer that the product advertised or any of its ingredients has some special or miraculous or super-natural property or quality, which is difficult to be proved.
9. The picture and the audible matter of the advertisement shall not be excessively 'loud'.
10. No advertisement which endangers the safety of children or creates in them any interest in unhealthy practices or shows them begging or in an undignified or indecent manner shall be carried in the cable service.
11. Indecent, vulgar, suggestive, repulsive or offensive themes or treatment shall be avoided in all advertisements.



CHECK YOUR PROGRESS

Q.8: Write at least three AIR Broadcast codes?

_____

_____

_____

Q.9: Explain three important advertisement codes related with the children.

_____

_____

_____

Q.10: Write the correct answers from the following—

a) The success of advertising depends on _____.

b) Advertising shall be designed as to confirm to the laws of the country and should not offend against _____ of the people.

c) No advertisements message shall in any way be presented as _____.

d) The items advertised shall not suffer from any defect or deficiency as mentioned in _____.

ACTIVITY 7.1



1) Go through the advertisements of your favorite news papers and note down the important points if you feel that any one of the advertisements published violated the codes of ethics.

2) Meet some children of your locality and ask them about the advertisements they always watch. Write a report on their reactions.



7.7 LET US SUM UP

In this unit you have been introduced to the various codes of advertising and some regulatory bodies. Let us summarize these again.

The success of advertising depends on public confidence. No practice should be permitted which tends to impair this confidence. The minimum standards of acceptability would be liable to be reviewed from time to time in relation to the prevailing norm of listener's susceptibilities and to develop and promote healthy advertising practices. Responsibility for the observance of these rules rests equally upon the Advertiser and the Advertising Agency.

On September 21, 1945, Advertising Agencies Association of India (AAAI) was registered as a society at 37, Chowringhee, Calcutta with the help of four agencies -D J Keymer, General Advertising Agency, J Walter Thomson Co. and Press Syndicate and 3 agencies from Bombay – Adarts, Lintas and National Advertising Service. In 1961, the AAAI office was shifted to Bombay.

Advertising Standards Council of India is a self regulatory voluntary organization of the advertising industry. The Role of the ASCI & its CCC in dealing with Complaints received from Consumers and Industry against Advertisements, which are considered as false, misleading, indecent, illegal, leading to unsafe practices, or unfair to competition, and consequently in contravention of the ASCI Code for Self-Regulation in Advertising.



7.8 FURTHER READING

1. **Advertising Management: Concepts & Cases,** *Manendra Mohan*
2. **Advertising New Concept,** *S S Kaptan, Sarup & Sons, New Delhi*

7.9 ANSWERS TO CHECK YOUR PROGRESS

Ans. to Q. No.1: ASCI stands for Advertising Standards Council of India.

Ans. to Q. No.2: ASCI was formed in 1985.

Ans. to Q. No.3: (a) Advertising Standards Council of India is a self regulatory voluntary organization of the advertising industry.

(b) The purpose and the mission of the ASCI is spelt out clearly in the literature provided.

(c) ASCI endeavors to achieve compliance with its decisions through reasoned persuasion and the power of public opinion.

Ans. to Q. No.4: Advertising Agencies Association of India

Ans. to Q. No.5: On September 21, 1945, Advertising Agencies Association of India (AAAI) was registered as a society.

Ans. to Q. No.6: D J Keymer, General Advertising Agency, J Walter Thomson Co. and Press Syndicate from Kolkata and 3 agencies from Bombay – Adarts, Lintas and National Advertising Service are the agencies associated with AAAI in its inception.

Ans. to Q. No.7: a) The Advertising Agencies Association of India (AAAI) is the official, national organization of advertising agencies.

b) One of the important objectives of ASCI is to establish a common platform in building and sustaining the prestige of the advertising profession.

c) AAAI encouraged the formation of Indian Broadcasting Foundation so that it could address the needs of TV channels.

Ans. to Q. No.8: According to the AIR Broadcast Code no advertisement shall be accepted which violates the following codes:-

a) Criticism of friendly countries.

b) Attack of religious or communities.

c) Incitement to violence or anything against maintenance of law and order.

Ans. to Q. No.9: The following are the codes related with the children -

- No advertisement shall be accepted which leads children to believe that if they do not own or use the product advertised they will be inferior in some way to other children
- Advertising shall not take advantage of the superstition or ignorance of the general public.
- Advertising shall be truthful. It should avoid distorting facts and misleading the public with false statements.
- Indecent, vulgar, suggestive, repulsive or offensive themes or treatment shall be avoided in all advertisements. Advertising objectionable books, photographs or other matter leading to the sale and circulation is strictly prohibited.

Ans. to Q. No.10: The success of advertising depends on public confidence.

a) Advertising shall be designed as to confirm to the laws of the country and should not offend against morality, decency and religious susceptibilities of the people.

b) No advertisement message shall in any way be presented as News.

c) The items advertised shall not suffer from any defect or deficiency as mentioned in Consumer Protection Act 1986.



7.10 MODEL QUESTIONS

A. Very Short Questions

Q.1 : What do you mean by code of conduct ?

Q.2 : How did the International Advertising Association come into being ?

B. Short Questions : (Answer each question within 150 words)

Q.1: What are the main objectives of AAAI?

Q.2: Enumerate the general rules of conduct in advertising.

C. Long Questions : (Answer each question within 300-500 words)

Q.1: Discuss the code of standards in relation to the advertising of medicines and treatment.

Q.2: What are the Advertising Codes that have been incorporated in The Cable Television Networks (Regulation) Act, 1995?

Q.3: What are the goals of the Advertising Standards Council of India?

*****

UNIT - 8: PUBLIC RELATIONS : THE CONCEPT

UNIT STRUCTURE

8.1 Learning Objectives

8.2 Introduction

8.3 Nature and scope of Public Relations

- 8.3.1 Definition of Public Relations
- 8.3.2 Objectives of Public Relations
- 8.3.3 Basic Functions of Public Relations
- 8.3.4 Nature of Public Relations

8.4 Growth and Development of Public Relations

- 8.4.1 PR Pioneers
- 8.4.2 PR in India
- 8.4.3 Modern Public Relations in India
- 8.4.4 Future prospects

8.5 Let Us Sum Up

8.6 Further Reading

8.7 Answers to Check Your Progress

8.8 Model Questions

8.1 LEARNING OBJECTIVES

After going through this unit you will be able to–

- define the term 'Public Relations' (PR)
- analyze the objectives and functions of Public Relations
- discuss its growth and development in the world
- explain the important stages of development of PR in India

8.2 INTRODUCTION

By now you must have already been familiar with the broad concept of Mass Communication. It is an emerging discipline dealing with how we can utilize the benefits of the process for the optimum

development of human beings and thereby the society as a whole. In this unit, we shall try to explain to you some important aspects of Public Relations.

Public Relations is the management function that creates, develops, and carries out policies and programmes to influence public opinion or public reaction about an idea, a product or an organization. The field of public relations has become an important part of the economic, social, and political pattern of life in many nations.

Public Relations activities in the modern world help individuals and organizations to build prestige, to promote products and to win elections or legislative battles. This unit will concentrate on the concept of Public Relations, and its objectives and functions. Our purpose is to make you familiar with the growth and development of PR. In the following unit, i.e. Unit - 2, we will consider PR practitioners and various PR organizations in India.

8.3 NATURE AND SCOPE OF PUBLIC RELATIONS

The concept of Public Relations is an emerging notion especially in Mass Communication discipline. It is basically a management function. PR tries to build an image of an organization and tries to develop a good and sustainable relationship between the organization and its **publics**. It should be based on truth, knowledge and information.

In today's business and non-business operations, PR has assumed a significant role because the public have become aware and assertive. This trend became visible around the seventies of the last century. They now seek more communication from firms, departments of the state, and NGOs about their objective, operations, and motives. PR establishes and maintains mutually beneficial relationship between a firm and the public upon whom its success or failure squarely depends.

Public Relations activities are a major part of the political process in many nations. Politicians seeking office, government agencies seeking acceptance and cooperation, officials seeking support for their policies, and foreign governments seeking aid and allies abroad all make extensive use of the services provided by Public Relations specialists.



Publics : *In PR, public refers to the various categories of people who are associated with an orgainsation. Please take note that Publics' is not the plural of public. 'Publics' is a completely independent word used only use of PR.*

8.3.1 Definition of Public Relations

The British Institute of Public Relations has given a special attention to evolve a comprehensive definition of the term Public Relations. According to them, Public Relations is 'Deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and it's public.'

Public Relations is, simply stated, the art and science of building relationships between an organization and its key audiences or the publics.

Now let us analyze the definition. This comprehensive definition given by the British Institute of Public Relations says that PR is basically an effort to establish and maintain good relations between the organization and the publics. What type of effort? It should be deliberate, planned and sustained. 'Deliberate' because Public Relations practitioners try to make it clear that the success of their job depends on the promises.

It is 'planned' because a Public Relations practitioner is always in control of what is being done; he leaves nothing to chance, so he must work to a plan and on a planned basis. The thought is sufficiently vital for it to demand the double emphasis of 'deliberate' and 'planned'. It is also 'sustained' because a Public Relations practitioner always tries to implement a thought or an idea.



According to the above stated definition of PR, the mutual understanding between the organization and its publics is necessary, because no man can work in a vacuum. Everybody works for somebody. A PR practitioner works for an organization- a govt., a public sector undertaking, business, charity or any other.

The PR deals with the 'Public', because the organization for which he/she works, wants to be understood and appreciated by the people around it.

According to Dr Rex F Harlow, "Public Relation is the distinctive management function, which helps establish and maintain lines of communication, understanding, and acceptance and cooperation between an organization and its publics."

The publisher of a pioneer newsletter of Public Relations "Public Relations News", Denny Griswold defines the term thus: 'Public Relations is the management function which evaluates public attitudes, identifies the policies and procedures of an organization with the public interest, executes a programme of action to earn public understanding and acceptance.'

Sam Black in the book 'Practical Public Relations' says that the fundamental purpose of the Public Relations practice is to establish a two way flow of mutual understanding based on truth, knowledge and full information.

8.3.2 Objectives of Public Relations

We have diverse human institutions interacting with each other. For their smooth functioning, they need to pay greater attention to understanding human attitudes in order to seek each others' acceptance and cooperation. Understanding the difficulty in bridging the yawning gap in any process of communication between what the sender means and what the receiver thinks is necessary. For that reason, 'Public Relations' has become an important thing in the present day life. The following are the main objectives of PR :

- to maintain the prestige or favorable image.
- to promote the product and service.
- to maintain the goodwill among the employees, dealers, distributors, suppliers, stockholders, community and the govt.
- to prevent and solve of the labour problem.

- to overcome misconceptions and prejudice.
- to attract the personnel.
- to educate the public to the use of the product and service.
- to investigate the attitude of various groups towards the policies.
- to formulate and guidance of the policies.

8.3.3 Basic Functions of Public Relations

The basic functions of PR can be mentioned as follows -

1. To inform the publics about their specific activities.
2. To interact with various government and non government departments for smooth running of the organization.
3. To build healthy image in the minds of the masses.
4. To manage a Crisis.
5. To maintain good media relations
6. To use various PR tools to achieve the goals

8.3.4 Nature of Public Relations

Already we have discussed the concept, objectives and functions of Public Relations. Let us discuss the essential nature of PR.

- PR conducts a planned and sustained programme as a part of the management of an organization.
- It deals with the relations between an organization and its public.
- It monitors awareness, opinion, attitudes, and behaviour patterns inside and outside an organization.
- It analyses the impact of policies, procedures, and actions on public
- It also gives information about new actions, policies and procedures which would be beneficial for managing the firm.
- Some PR exercises are exclusively planned and executed to build the image of the firm
- It ensures two way communication flow between the organization and its public
- A PR exercise tries to build long term relations between the firm and its public.



CHECK YOUR PROGRESS

Q.1: Discuss the definition of PR as given by the British Institute of Public Relations. (word limit 100).

_____

_____

_____

_____

Q.2: Do you think Public Relations is a management function?

_____

_____

Q.3: What are the objectives of PR?

_____

_____

Q.4: Enumerate the nature of PR in an organization.

_____

_____



ACTIVITY 8.1

Observe the Public Relations activities carried out by a Bank nearer to your locality and prepare a report on it.

_____

_____

_____

8.4 GROWTH AND DEVELOPMENT OF PUBLIC RELATIONS

The use of Public Relation seems to be older than that of its origin as a term. When Queen Elizabeth-I came to power in 1558, the internal situation of the UK was in disarray in which the possibility of rebellion always endangered

the stability of the government. But Elizabeth was not only able to manage the affair by bringing stability and order in the society, but also raised the nation to an acclaimed height. One of the secrets of her miraculous success was unquestioningly the good Public Relations she employed by appointing able administrators who rendered a good deal of dedicated service to the nation.

Public Relations is considered an important tool in moulding public opinion which constitutes the basic spirit of democracy. The term public opinion was not used until the eighteenth century. The Greek writers elaborated on public will, which was ultimately shaped by the Romans in the expression of **Vox Populli** (popularly known as Vox Pops). The need of influencing voice of the people on predetermined line paved the ground for the emergence of Public Relations. Information is the core of communication which is partly designed to influence the action and opinion of the public. When information is disseminated with this purpose, it is communication.

Vox **Populli** : Public opinion popular beliefs.

American President Thomas Jefferson first coined the term Public Relations in his address to the Congress in 1807. The intention of the President was to explore meaningful words for expressing his idea. Public Relations as an organized profession emerged in the United States. According to Scott Phillip the birth of Public Relations was closely associated with the beginning of American industrialization. In 1900 Publicity Bureau, a Public Relations consultancy firm was established in Boston. In 1915, Ivy Lee engineered public campaign on behalf of Pennsylvania Railroad Company. During the First World War, the then US president, Woodrow Wilson created a committee on Public Information headed by George Creel. It had many young faces, who acted as propagandists. The objective of the committee was to unite the public opinion in favour of the war. During those times PR was the form of publicity & its objective was to influence the masses and it was the synonymous with 'influencing'. There was a quiet period between **WW-I & WW-II**. When the PR exercises had been stopped during the WW-II, the need of the PR was felt again. This time the emphasis was on two way communication and relationships.



Vox Populli : *Public opinion popular beliefs.*



WW-I & WW-II World War –I and World War – II.

8.4.1 PR Pioneers

• **Ivy Ledbetter Lee:** Lee was perhaps the most famous of the early Public Relations practitioners. He helped to develop many of the techniques and principles that today's practitioners follow. He believed in open communications with the media, and he was candid and frank in his approach to the press. He understood that good corporate performance was the basis of good publicity. Many believe that his major contribution was to humanize wealthy businessmen and to cast big business in a more positive light. A former Wall Street reporter, Ivy Lee became a Public Relations counselor with George Parker in 1904. He developed a publicity policy of "the public be informed" in contrast to the infamous statement of financier William Vanderbilt, "the public be damned." ‘Business had to tell its story honestly, accurately, and openly in order to win public understanding and support’.. .. Lee

• **Bernays :** In 1917, during World War I, the Committee on Public Information, also known as the Creel Committee after the name of its chairman, former newspaper reporter George Creel, was organized to help sell war bonds and generally to promote the war effort. Bernays was among those who lent his talents to the war's publicity front. World War II had the Office of War Information, which organized one of the largest Public Relations campaigns in history to muster support for America's entry into the war. Between world conflicts, the Roosevelt administration relied heavily on Public Relations techniques to promote its New Deal legislation.

Bernays actually became a full-fledged Public Relations counselor in 1919 when he established his own counseling firm with his wife. Over the years, they represented hundreds of clients in all major fields of business. They also worked for not-for-profit organizations such as the National Association for the Advancement of Colored People (NAACP).

8.4.2 PR in India

In India the use of Public Relation dates back to the time of Ashoka, the Maurya Emperor who made arrangements for inscribing his messages in different parts of his empire. The **edicts** were to inform the people about the different aspects of his policy. He urged the people to perform certain tasks which were mainly designed to establish general welfare on religious lines. Another aspect of the inscriptions was to seek goodwill from the people in order to strengthen the order of establishment. The language of the script was not same in different regions. The objective of using different scripts in providing same information was to widen the scope of understanding in the context of specific needs of people living in different parts of empire. Emperor Ashoka realized that the better understanding of the script would pave the ground for winning the people's confidence which might be described as an exercise of Public Relations.



***Edicts** is an announcement of a law. It is associated with Monarelism.*

The Public Relations information is considered to be the staple food that is being dished out to the target audience or to the external public with a definite purpose. Hence, Public Relations may be described as a communication that is designed to influence the behaviour of the people. Kabir, Srimanta Sankardev, Srimanta Madhavdev, Chaitnya Mahaprabhu, and other great religious saints to diffuse knowledge through the traditional or folk media of communication in order to bring revolutionary changes in human consciousness. In the twentieth century Mao-Tse-Tung and Mahatma Gandhi gave birth to the concept of Mass Communication which demanded a good deal of Public Relations exercise in understanding the true ethos of the people and transforming the peoples behavior into mass movements. As the days rolled by, Public Relations started to be an integral part of business and commercial activity. Even modern politics can not go a single step without the help of Public Relations. The success of every policy in social, economic or governmental is highly conditioned with the co-operation of people.

For winning the confidence of the people, the only effective means is Public Relations.

8.4.3 Modern Public Relations in India

Business and commerce in the present day world is highly professional in its approach to meet the challenge of competition. It is almost customary for the corporate sector to adopt the appropriate Public Relations strategy for formulating and implementing policy which holds the key to success. Though viewed from different angles, the development of Public Relations in India can be grouped under four phases:

(i) We can say this period as philanthropic stage. The early stage where Public Relations was practiced less as a matter of deliberate Public Relations policy and more out of a liberal and philanthropic approach or out of sheer necessity for disseminating information. In this stage various organizations, especially the British Govt. and some other private organizations tried to disseminate information for the development of the society as a whole and this stage continued till the World War II;

(ii) The next stage started during the World War II and can be defined as a stage of conscious PR. In the early period of this stage, our ruler consciously tried to change the Indian people's attitude towards the WW-II, because most of the people of the country did not support the war. This stage still continues but a further development took place in the post-independence period especially towards the latter half of the fifties and the early half of the sixties;

(iii) The third stage of Public Relations was market by a more systematic approach of independent India's new government. The Govt. of India tried to popularize various policies and programmes, which were basically aimed at establishing a social welfare state. This stage is also represented by the response of organizations in India to the new environment created in the wake

of the Government's Industrial Policy Resolution and the growth of democratic institutions in India - Parliament, the Legislatures, etc.

(iv) The professional Public Relations started in this period in the country. The fourth stage is represented by what one may call the stage of professionalism in Public Relations when Public Relations practitioners began to organize themselves as a professional body and tried to develop their skills as Public Relations people. It was in this period that the Public Relations Society of India began to play an active role and initiated a movement to improve the standards of Public Relations practice in India.

8.4.4 Future prospects

The world is changing rapidly. Human values, preferences, attitudes and beliefs are greatly influenced by the changing environment. The last part of the twentieth century was the era of post-industrialization. One of the salient traits of industrial production was the emphasis on producing and manufacturing as much goods as possible. But in the post-industrial society the emphasis was shifted to information-based controlled production, distribution of goods and services. The post-industrial socio-economic environment was remarkably different from that of the industrial age. This change has brought enormous implications for economic and social community structure, human psychology and cultures. Entire perspective was changed as these factors are moving fast, stimulating each other and Public Relations being a part of socio-economic activity has also changed its face under the spell of all pervading transformations. The approach of public relations to numerous issues started changing with the impact of globalization. If Public Relations fail to react to the necessities of information society it will not be able to play a significant role in the society. The future of Public Relations lies in the efficiency of

systematic handling of analytical information related to specialized service sector and other allied areas. As Public Relations basically deal with information it is expected that it will be able to confront the challenges of information society.



CHECK YOUR PROGRESS

Q.5: When were modern Public Relations started? Who was the person behind the starting of modern PR in the world?

_____

_____

Q.6: During the WW-I, who created a committee on public information? Who was the head of this committee?

_____

_____

Q.7: Who was Ivy L Lee?

_____

_____



ACTIVITY 8.2

1. Open the pages of a daily newspaper and try to identify and differentiate publicity and advertising.

---

2. Try to develop your communication attempt skill and make friendships with at least three people in a day.



8.5 LET US SUM UP

- 'Public Relations' is the management function that creates, develops, and carries out policies and programmes to influence public opinion or public reaction about an idea, a product, or an organization.
- The field of Public Relations has become an important part of one economic, social, and political life. It includes advertising, publicity, promotional activities, and press contact.
- Public Relations co exists in business with marketing and merchandising to create the climate in which all selling functions occur.



8.6 FURTHER READING

1. Handbook of Journalism and Mass Commuication by V. B. Agarwal and V.S. Gupta, Concept publishing, New Delhi.
2. Practical Public Relations by Sam Black, Universal Book Stall, Delhi.



8.7 ANSWERS TO CHECK YOUR PROGRESS

Ans. to Q. No.1: According the British Institute of Public Relations, it is 'Deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its' public.'

'Deliberate' because Public Relation practitioners try to make it clear that the success of their job depends on the premises and that nothing should happen by accident. 'Planned', because a Public Relation practitioner is always in control of what is being done and nothing is left to chance; so he must work to a plan and on a planned basis. It is also 'sustained' because a Public Relation practitioner always tries to implement a thought or an idea that will remain with the person at home.

Ans. to Q. No.2: Yes. It is an integral part of management. Because the main task of the Public Relations department is to establish and maintain a good relation and a mutual understanding between the organization and its publics.

Ans. to Q. No.3: The following are the main objectives of PR –

- To maintain the prestige or favorable image.
- Promotion of product and service.
- To maintain the good will among the employees, dealers, distributors, suppliers, stockholders, community and the govt.
- Prevention and solution of the labor problem.
- Overcoming miss-conceptions and prejudice.
- Ability to attract the personnel.
- To educate the public to the use of the product and service.
- Investigation of the attitude of various groups towards the policies.
- Formulation and guidance of the policies.

Ans. to Q. No.4: PR conducts a planned and sustained programme as part of the management of an organization. It deals with the relations between an organization and its public. It monitors awareness, opinions, attitudes, and behaviour patterns inside and outside an organization. It analyses the impact of policies, procedures, and actions on public. It also gives information about new actions, policies, procedures which would be beneficial for managing the firm. Some PR exercises are exclusively planned and executed to build the image of the firm. It ensures two way communication flow between the organization and its public. A PR exercise is always an effort to build long term relations between the firm and its public.

Ans. to Q. No.5: In 1900 Publicity Bureau, a Public Relations consultancy firm was established in Boston and Public Relations became a profession. In 1915, the legendary exponent Ivy Lee actively participated in public campaign on behalf of Pennsylvania Railroad Company.

Ans. to Q. No.6: During the First World War, the then US president, Woodrow Wilson created a committee on Public Information. George Creel was

the head of this committee.

Ans. to Q. No.7: Ivy Ledbetter Lee started his career in the field of Mass Communication as a reporter for the Wall Street. In 1904, he joined as a Public Relations counselor with George Parker and became the most famous of the early Public Relations practitioners. He helped to develop many of the techniques and principles that today's practitioners follow. He believed in open communications with the media, and he was candid and frank in his approach to the press. He understood that good corporate performance was the basis of good publicity. Many believe that his major contribution was to humanize wealthy businessmen and to cast big business in a more positive light.



8.8 MODEL QUESTIONS

A. Very Short Questions :

Q.1 : State the definition of public relations as given by the British Institute of Public Relations

Q.2 : Who first coined the term “public relations”?

B. Short Questions : (Answer each question within 150 words)

Q.1: What do you mean by Public Relations? How can it build an image for an organization?

Q.2: What are the various stages of development of modern PR in India?

Q.3: What responsibility does a spokesperson perform in an organization?

C. Long questions : (Answer each question within300-500 words)

Q.1: What are the main differences between advertisement and Public Relations as a part of the communication discipline?

Q.2: Who was Ivy Lee? Enumerate his contribution towards modern PR.

*****

UNIT-9 : PUBLIC RELATIONS PRACTITIONERS AND ORGANIZATIONS

UNIT STRUCTURE

9.1 Learning Objectives

9.2 Introduction

9.3 Propaganda and publicity

9.4 Public Relations Officer

9.4.1 Public Relations Officer - Duties and Responsibilities

9.4.2 Qualities of a good Public Relations Officer

9.5 Public Relations Organizations in India

9.5.1 PRSI

9.5.2 PRCI

9.5.3 PRCAI

9.6 Let Us Sum Up

9.7 Further Reading

9.8 Answers to Check Your Progress

9.9 Model Questions

9.1 LEARNING OBJECTIVES

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

- describe the terms propaganda and publicity
- discuss the role of Public Relations Officer in an organization
- outline the duties and responsibilities of a PRO
- explain the qualities of a successful PRO
- discuss the role of PRSI in PR profession in India
- explain PRCI, PRCAI – important PR organizations

9.2 INTRODUCTION

By now you must already be familiar with the basic concept of Public Relations and how it is important in the present day. We have also discussed the growth and development of modern PR. In this unit of course

- 4 we would try to explain you propaganda & publicity as two important concepts related to Public Relations besides various duties and responsibilities of a Public Relations officer, followed by suggestions as to how you have to prepare yourself to be a good PRO.

Public Relations is an essential tool of modern management. The effectiveness and success the Public Relation programmes of an of organization largely depend on the calibre of the personnel entrusted with the job. The PRO may be pertinently compared to a driver of the organization. Basically a PRO should be a very good communicator. He has to communicate with the internal as well as external publics of the organization.

This unit will concentrate on the activities, functions and responsibilities of a Public Relations Officer, who deals with multifarious activities to build a good image of the organization and to make good PR with the publics of the organization. In the following unit, that is Unit - 3, we shall be ready to consider PR setup in an organization and PR in the crisis situation.

9.3 PROPAGANDA AND PUBLICITY

PROPAGANDA

An important influence on public opinion is propaganda. It is a deliberately evolved and guided campaign to influence people to accept a given view, sentiment or value (W. Schramm, 'Process and effect of Mass Communication'). In the propaganda process opposing views are dumped in a dustbin. It is a thrust upon the masses to create positive attitudes towards it without caring for its rational or moral insinuations. Generally it can be said that propaganda is a communication process intended for audience through enlightenment, persuasion, or dedicated religions, charitable, political and social service institutions to influence the thoughts and actions of others for their best interests. Propaganda alters or modifies the uses of people by influencing their emotional attitudes and feelings. Its objective is to implant an attitude in the minds of people that is deemed

natural and logical. Propaganda leads to collective actions. It is different from advertising in the sense that advertising tries to influence the actions and thought process of individuals. Propaganda influences the thought process of groups. Hence, Schramm opines that propaganda operates to put an end to discussion and reflection. During the elections, the political parties resort to propaganda campaigns to malign the images of their opponents.

Wilbur Schramm outlined some methods of Propaganda, such as –

(1) Define the facts: misrepresenting facts and supplying wrong sets of information to the public through Propaganda.

(2) Use in-group out-group attitudes: Two opponent groups create the feeling of dissent. The groups also teach their own members to spite other groups. This is called in-group out-group attitude. The Propagandist creates positive feelings in the minds of the groups.

(3) Use emotional attitudes: The propagandist can identify the emotional attitudes and prejudices that are already present in people. If he is able to associate his views with some favorable attitudes or prejudices of people, if opposing views are associated with unfavorable attitudes, they are likely to be eschewed. Hence, the propagandist to create a favorable impression for his thoughts smartly uses the preexisting opinions and attitudes of the people in question.

Encarta Encyclopedia describes Propaganda as the tool of dissemination of ideas and information for the purpose of inducing or intensifying specific attitudes and actions.

Propaganda may be disseminated by or for individuals, businesses, ethnic associations, religious organizations, political organizations, and governments at every level. No matter what its objective, propaganda attempts to persuade through rational or emotional appeal, or through the organization of personal opinion. Efficient use of the communication media is central to these efforts.

PUBLICITY

The publicity is to reflect the performance and get public acknowledgement and appreciation. Many organizations of the new era use publicity to promote their ideas, concepts or products. Publicity has become an essential function of PR. PR executives to the media provide the contents of news. The media decision

makers may or may not use these sets of information. PR expert Cutlip defined publicity as "----information from an outside source that is used by the media because the information has news value. It is an uncontrolled method of placing messages in the media because the source does not pay the media for placement". Good Public Relations start with good performance as viewed by the public. The function of publicity is to reflect the performance and get public acknowledgement and appreciation for it. It is a communication tool, which is concerned with dissemination of information about an organization to attract attention, to gain recognition, to build image and to win the approval of the target public.

According to the Handbook of Journalism and Mass Communication, we may broadly categorize publicity into seven types:

1) News

The most common type of publicity is news of local, regional or national interest. There are two types of news publicity - spontaneous news and planned news. Spontaneous news publicity originates from an unplanned event, such as a strike in an organisation, major accident, fire, explosion, flood or drought etc. News media are notified and they may send reporters, photographers and camera crew to the news source. Planned news publicity originates in the day-to-day developments and occurrences within organization, which may be of news value and public interest. News releases are prepared and distributed by public relations staff at the headquarters.

2) Business Feature Articles

Business feature articles are an important type of publicity published by business, trade and technical media, prepared by industrial firms to support their marketing objectives. A business feature defines problems common to an industry and describes solutions to these problems. A business feature may be developed from speeches discussing product applications. Independent, or freelancers, writers and photographers, whose work is coordinated by a member of the Public Relations staff, prepare many business features.

3) Service Feature Article

Service Feature Article is written to provide newspaper and magazine readers with information, advice and suggestions on home, fashion, health, food, beauty and care etc.

4) Financial publicity

Financial news releases, feature, annual and quarterly reports, organigation and coverage of annual meetings, new products and other financial news, which are the examples of many news releases and feature articles appearing on the financial pages of daily newspapers and financial magazines. These are a few kinds of financial publicity.

5) Product publicity

Product publicity gives information about complex technical product or service to the consumers to enable them to choose intelligently from the wide variety of products in the market.

6) Pictorial Publicity

It is a publicity through pictures and still photographs through newspapers and magazines. Many companies maintain cameramen for photographic coverage of special events.

7) Emergency Publicity

To ensure proper handling of media relations during an emergency, the Public Relations department should prepare, in advance, a carefully considered emergency publicity programme.

Publicity Media

Newspaper is the major medium of publicity. They are read by a large number of people and they influence public opinion. Newspapers appeal to the target audiences providing opportunities for product publicity.

Magazines are an important medium for product news, feature stories and pictorial publicity. It affords space to tell a complete story. Magazines are particularly suitable for service or educational publicity articles. The attractive appearance, good paper quality and five-color combination of magazines make them ideal for picture publicity.

Radio and television publicity has developed rapidly throughout the world and in the country. Radio covers 95% of the geographical area while TV covers 80%. TV is becoming one of the most effective media for publicity because of its audiovisual characteristics.

Good relationships with editors, editorial writers, publishers, columnists and news broadcasters are vitally important to secure publicity. Personal contacts, press conferences, media previews, media management launchers and media kits are the most effective weapons of publicity.



CHECK YOUR PROGRESS

Q.1: What do you mean by propaganda?

_____

_____

Q.2: Explain at least three types of publicity.

_____

_____

Q.3: What is news?

_____

_____

Q.4: What do you mean by publicity?

_____

_____



ACTIVITY 9.1

1. Open a daily newspaper and try to identify various news items which are published as some publicity.

---

2. Visit a nearby private educational institute and collect information on their publicity plan and try to prepare a report on it.

9.4 PUBLIC RELATIONS OFFICER

The PRO is primarily a communicator. He has to communicate the ideals and policies of the organization to the public through various media such as the press, radio, film, oral communication, exhibition etc. The PRO must have a thorough knowledge and experience in mass media operations so that he can handle them effectively. He is responsible for image buidling of the concerned organisation and its functionaries.

The PRO may be extremely experienced in writing for newspapers, magazines and other printed media, The PRO should have a complete mastery over all media. He should know how to make use of them for effective results. PRO must have the ability to plan and execute the combined use of all those PR tools best suited to his purpose.

9.4.1 Public Relations Officer - Duties and Responsibilities

Public Relations is an essential tool of modern management. The effectiveness and success of the Public Relations programmes of an organization largely depend on the calibre of the personnel entrusted with the job. The PRO may aptly be compared to a driver. A good driver has a master skill on driving, but he may not be an expert on the complex

mechanism of the working parts of his vehicle. Similarly a good Public Relations Officer may not necessarily understand the ultimate workings and mechanisms of all the mass media. But like the good driver he should know how to handle his vehicle as a whole to get the maximum benefit from it.

Public Relations Officer as a good communicator

The Public Relations Officer is mainly a communicator. He has to communicate the ideas and policies of the organisation to the public through various media such as the press, TV, radio, film, oral communication exhibition etc. The Public Relations Officer, therefore, must have a thorough knowledge of and experience in mass media operation, so that he can handle them effectively. Inevitably the Public Relations Officer should present to the different media of communication the whole story in a manner that covers both the positive and negative aspects of an issue. The skill of persuasive writing is the most important prerequisite for successful PR. The Public Relations Officer must be sufficiently experienced in writing for the newspapers, magazines and other print media, but may not be so well versed in designing exhibition, producing films or presenting a radio programme it. However, should be possible for the Public Relations Officer to organize and manage different programmes.

Association with Top Management

As mentioned earlier, the PRO acts not only as the source of information in his organization, but also as the interpreter of its official policy to the public. To carry out these responsibilities effectively, he should always be associated with the top management and decision-making. The PRO must ensure that the top management always considers the public's interests. The PRO therefore can be called the publics' 'eyes' and 'ears'.

It is, therefore, desirable that the PRO should be under the immediate and direct control of the Chief Executive and not under any intermediary officer of the organization. This gives the PRO

ample scope to be in intimate liaison with the top management and to deal with matters at the highest level, besides enabling him to be in close touch with the heads of other departments.

The PRO must strive to gain the confidence of the management. At the same time, the management must take the PRO into confidence. Such an atmosphere of mutual trust and confidence is necessary to carry out the functions successfully and to safeguard the interests of the management effectively.

Liaison with Mass Media

The PRO has to establish and maintain close liaison with the various mass media on the one hand, and the organization which he represents, on the other. In fact, he is the immediate link between the organization and the media. It is the PRO who receives querries and reactions from the media and it is he who communicates to them the first information of public and organizational interest. In dealing with the media and their personnel, the PRO often has to face irritating and controversial questions. Such situations have to be tackled carefully and with tact, and the PRO should not lose his cool over such controversial or delicate issues. The capacity to maintain a pleasant and equable disposition and never to lose temper is the greatest asset for a PRO. What is equally important, he should diligently avoid the last vestiges of red-tapism evasiveness.

Right Image Builder of the Organization

One of the prime functions of the PRO is the building of the right image for his organization, based on its good performance. The image of an organization depends on the functioning of its various departments and on the kind of relations keeps with the public at large. In order to succeed as an image-builder, the PRO should first enhance his own image and image of his profession, within and outside the organization.

THE COMMANDMENTS FOR A GOOD PRO

1. To acquire flair for writing and public speaking, with an ability to communicate ideas effectively.
2. To inculcate a wide reading habit and curiosity for forceful words. It is only through wide reading that one can acquire knowledge on a variety of subjects and gain ability to handle problems with confidence.
3. To gain adequate knowledge of all mass media.
4. To develop good organizing ability and make friends at all levels.
5. To be cheerful and courteous.
6. To have an infinite capacity for taking pains and doing hard work.
7. To develop ability to persuade people by cogent reasoning.
8. To instill in oneself a sense of curiosity about people, things and places, together with an ability to conceptualize a situation and to understand public moods.
9. To have a good imagination, a lively inquisitive mind and sense of humour.
10. To be honest and sincere.
11. To offer counseling based on an understanding of human behaviour and to analyze future trends and predict their consequences.
12. To research into public opinion, attitudes and expectations and advise on necessary action
13. To establish and maintain two-way communication based on truth and full information.
14. To prevent conflict, misunderstandings and promote mutual respect and social responsibility
15. To harmonize the private and the public interest by promoting goodwill with staff, suppliers & customers
16. To improve industrial relations
17. To promote products or services.
18. To maximize profitability by projecting a corporate identity.

QUALIFICATIONS OF PRO

While appointing PROs most of the organizations prefer graduates with a Degree or Diploma in Journalism or Public Relations. Firms belonging to the financial sector and chemical industry want graduates in commerce and science respectively. Some organizations insist on certain special requirements for the PR practitioner, such as the following: He should be / should have -

A) Intellectually sharp.
B) A man of many tastes.
C) A generalist in terms of capabilities and a specialist in so far as P.R. responsibilities are concerned.
D) Essentially be a 'go-getter'.
E) Flair for writing.
F) Pleasing personality, initiative and drive.
G) Proficient in oral and written communication.
H) Equally at ease whether writing or talking.
I) Ability to communicate effectively.

The Committee on Public Relations and Publicity in public undertakings recommend the following as the minimum qualifications for P.R.Os in public sector enterprises:

(a) A good university degree, preferably in humanities,
(b) Personality to communicate effectively with a variety of people inside and outside the organizations at various levels,
(c) Capacity for sustained hard work and ability to handle different human and organizational problems,
(d) Writing and editing of news items, features and articles; experience of working in an advertising agency; ability to write scripts and commentaries for films and broadcasts; understanding of and ability to utilize various media of mass communication, press, printed material (house magazines, pamphlets, leaflets and other company publications), radio, films, audio-visual programmes, etc.

(e) Institutional training in public relations would be a desirable qualification,

(f) Persons who head a P.R. set-up should have the quality of leadership and skill to handle creative writers, visualisers and artists to get the best out of them.

Experience

For senior level P.R. men, 3-7 years experience in Publicity, Journalism or Public Relations in a reputed Government or private organization is insisted upon. While journalistic background is a great advantage for Public Relations work. It may not be correct to claim that only journalist can be a good P.R.O.s.

Salary

The pay scales of P.R. personnel differ from organization to organization. Starting salaries depend to a large extent on educational qualifications, experiences, at the level of entry and the financial condition of the organization.

Responsibility of a Public Relation Officer:

1. Relation with the publics.
2. Relation with the press.
3. Handle publications.
4. Relation with the local community.
5. Handle the financial relation.
6. Relation with the Govt.
7. Take the responsibility of the annual report of the concern.
8. Arranging the press conferences.
9. Handling the crisis situations.
10. Reception of the guests.
11. Taking every possible step for building and boosting the image of the organization.
12. Coordinating the organization and the public and bridging the communication gap, if any.

LET US KNOW



Qualities of a Good PRO:

1. Good communicator.
2. Smart.
3. Command over various language.
4. Punctual.
5. Presence of mind.
6. Good knowledge on the background of the organization
7. Knowledge of the national & state policies.
8. Good interpreter.
9. Media awareness.
10. Cool & calm.
11. Good personality.
12. Tactfulness.
13. Farsightedness
14. Hard working.
15. Organizing capacity.

CHECK YOUR PROGRESS



Q.5: Who is a PR practitioner?

_____

_____

Q.6: Write at least five duties and responsibilities of a PRO.

_____

_____

Q.7: What are the basic qualities required by a good PR person?

_____

_____

ACTIVITY 9.2



1. Visit a corporate organization and a Govt. office and meet the PR practitioner of those organizations. Try to make a comparative study on the duties and responsibilities of the both PR practitioners.

---

2. Go to a nearby branch of State Bank of India and meet the *Grahak Mitra* and ask him/ her about their PR strategies.

9.5 PUBLIC RELATIONS ORGANIZATIONS IN INDIA

9.5.1 Public Relations Society of India (PRSI)

The Public Relations Society of India (PRSI) was established in 1958 to promote the recognition of Public Relations as a profession and to formulate and interpret the objectives and the potentialities of Public Relations as a strategic management function to the public.

The society functioned as an informal body till 1966 when it was registered under the Indian Societies Act, 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. Chapters were launched in Mumbai, Delhi. Chennai and Kolkata till 1969.

Earlier in 1965, another professional body, the Public Relations Circle" was founded and registered in Kolkata. It was the first ever association of professional PR practitioners in Eastern India and was doing commendable work.

Each application for membership is forwarded by the Regional Chapter to the National Council for consideration with their recommendations regarding acceptance and classification, and the same is forwarded to the Secretary-General for consideration of the National Council.

There are following classes of members :

1. General Members;
2. Life Members;
3. Associate Members;
4. Honorary Members; and
5. Student Members

The society is recognized as the national PR organization by the International Public Relations Association, and is one of the founder members of the Global Alliance of Public Relations and Communications Management. The Regional Chapters of the society regularly organize seminars and lectures on various aspects of Public Relations. PRSI today has 30 chapters and a 3000 strong membership.

April 21, is a red-letter day in the history of Indian Public Relations. It is because the National Public Relations Day is celebrated on this day all over the country since 1986. The First All India Public Relations Conference was organised in Delhi on April 21, 1968. The theme of the conference was 'Professional Approach'.

9.5.2 Public Relations Council of India (PRCI)

The Public Relations Council of India (PRCI) was established in 2003-04. It is an apex body for promoting the Public Relations profession and, as a whole, the communication discipline in the country. It is a body of PR professionals from all over the country. The council is affiliated to various institutions like Asia Pacific Council of Communication. The main objective of the council is to act as a forum for imbibing the best communication from across the globe and provide exposure to local talent.

9.5.3 Public Relations Consultants Association of India (PRCAI)

The Public Relations Consultants Association of India is a trade association that represents India's Public Relations consultancy sector while providing a forum for Government, public bodies, industry associations, trade and others to confer with Public Relations consultants as a body. Modelled on the successful UK PRCA, it has been mooted by a group of 7 like minded PR Firms, now the Founding Members, with the aim of furthering the cause of the PR industry in India.

The Membership of PRCAI is restricted to consultancies that meet the basic criteria set out by the Association. The Association will provide a formal, professional mechanism, with its range of membership services and information for the PR industry to improve profitability while following a Code of Practice along with global benchmarks.



CHECK YOUR PROGRESS

Q.8: What are the basic objectives of PRSI?

_____

_____

Q.9: When PRSI was formed and registered?

_____

_____

Q.10: On what basis the National public Relations Day is celebrated?

_____

_____

Q.11: What does IPRA stands for?

_____

_____

ACTIVITY 9.3



1. If you are able to access the internet, then visit the following sites—

i) www.**prsi**.co.in

ii) www.**prcai**.org

iii) www.**ipra**.org



9.6 LET US SUM UP

Propaganda is a concerted set of messages aimed at influencing the opinions or behaviours of large number of people. It is basically an aggressive communication that manipulates public opinion. It is generally carried out through media that is capable of reaching a large number of people and effectively persuading them for or against a cause. Publicity is the deliberate attempt to manage the public's perception of a subject.

The Public Relations Officer is mainly a communicator. He has to communicate the ideas and policies of the organization to the public through various media such as the press, TV, radio, film, oral communication, exhibition etc. A public relations officer uses all forms of media and communication to build, maintain and manage the reputation of organizations ranging from public bodies or services to businesses and voluntary organizations.

A few PR organisations are there in India with the prime objective to develop and improve the PR profession in the country. Among them Public Relations Society of India (PRSI), Public Relations Council of India (PRCI), Public Relations Consultants Association of India etc. are significant.



9.7 FURTHER READING

1. Applied Public Relations and Communication by KR Balan, Publisher: Sultan Chand & Sons, Delhi.
2. Management of Public Relations and Communication by S. Sengupta, publisher: Vikas Publishing House Pvt. Ltd., Delhi.



9.8 ANSWERS TO CHECK YOUR PROGRESS

Ans. to Q. No.1: Propaganda as the tool of dissemination of ideas and information for the purpose of inducing or intensifying specific attitudes and actions to influence people to accept a given view, sentiment or value.

Ans. to Q. No.2: The following are three types of publicity:

- **News:** The most common type of publicity is the news of local, regional or national interest. There are two types of news publicity-Spontaneous news and planned news.
- **Service Feature Article:** S.F.A is written to provide newspaper and magazine readers with information, advice and suggestions on home, fashion, health, food, beauty and care etc.
- **Financial publicity:** Financial news release, feature, dividend declarations measures, annual and quarterly reports, annual meetings, new products and other financial news are the examples of many news releases and feature articles that appear on the financial pages.

Ans. to Q. No.3: News is information about an event that happens in the society, which affects the lives of the people or has the tendency to affect the lives of the people, directly or indirectly, or has immediate value for the people at large.

Ans. to Q. No.4: Publicity is the deliberate attempt to manage the public's perception of a subject. It is information from an outside source that is

used by the media because the information has news value.

Ans. to Q. No.5: The PRO is primarily a communicator. He has to communicate the ideals and policies of the organization to the public through various media such as the press, radio, film, oral communication, exhibition etc. to build the image of the organization.

Ans. to Q. No.6: Some of the main duties and responsibilities of a PRO are -

- Maintain the relation with the publics.
- Uphold the relation with the press.
- Handle the publications.
- Maintain relation with the local community.
- Handle the financial relation.
- Maintain relation with the Govt.

Ans. to Q. No.7: The following are some of the basic qualities needed to be a good PRO.

- He should be a good communicator.
- He should be smart.
- He should have command over various languages.
- He should be punctual.
- He should have presence of mind.

Ans. to Q. No.8: The major objectives of PRSI are -

- To promote the recognition of PR as a profession.
- To formulate, promote and interpret to the public the understanding of the objectives, potentialities and functions of the PR practitioners.
- To promote and seek to maintain high standards among the PR practitioners.
- To exchange ideas, experiences and information on the value of PR practitioners , and
- To foster study and research in PR.

Ans. to Q. No.9: Public Relations Society of India (PRSI) was established in

1958 and it was registered in 1966 under the Indian Societies Act.

Ans. to Q. No.10: The first All India Public Relations Conference was organized in Delhi on April 21, 1968. The theme of the conference was 'Professional Approach'. This was a very significant Public Relations meet in our country, when a professional approach was given to Public Relations besides adopting a Code of Ethics for PR profession. In fact that was the beginning of professional Public Relations in India. So April 21 is celebrated as the National Public Relations Day since 1986.

Ans. to Q. No.11: IPRA stands for International Public Relations Association.



9.9 MODEL QUESTIONS

A. Very Short Questions

Q.1. : What are business feature articles ?

Q.2. : What do you mean by pictorial publicity ?

B. Short Questions (Answer each question in about 150 words)

Q.1: What do you mean by Propaganda? Do you think that it is a way of publicity? What are the basic differences between propaganda and publicity?

Q.2: Who is a Public Relations Officer? Enumerate his duties and responsibilities towards an organization. Discuss the essential qualities to be a good Public Relations Officer.

C. Long Questions (Answer each question in about 300-500 words)

Q.1: Write an essay on Public Relations Officer as a good communicator.

Q.2: Discuss some PR bodies of India.

*****

UNIT - 10 : PUBLIC RELATIONS IN ORGANIZATION

UNIT STRUCTURE

10.1 Learning Objectives

10.2 Introduction

10.3 PR set up in an organization

10.3.1 Status of PR department in an Organization

10.3.2 Functions of a PR department

10.4 PR campaigns and programmes

10.5 Public Relations and crisis management

10.6 PR and Code of Conduct

10.7 Let Us Sum Up

10.8 Further Reading

10.9 Answers to Check Your Progress

10.10 Model Questions

10.1 LEARNING OBJECTIVES

After going through this unit you will be able to -

- describe the status of the PR department in an Organization
- discuss the functions of a Public Relations Dept. in an organization
- outline the PR campaign and its planning process
- explain the selection of media for a PR campaign
- discuss the implementation and evaluation process of PR
- explain PR in crisis management.

10.2 INTRODUCTION

In the previous unit we have analyzed the concept of propaganda and publicity; activities, functions and responsibilities of a Public Relations Officer, who deals with multifarious activities to build a good image of the organization and to create good public relations with the public.

The role of a Public Relations department is to play a two way communication role with both management and the publics. In communicating

with the publics, the PR department seeks to explain the organization to publics through the mass media or interpersonally and to learn how the publics view the organization through more or less formal research. In communicating with the management, it provides counsel on the publics points of view so that the management has the benefit of the knowledge when making decision. Also the PR department has to listen to the management, understand its decisions and behaviours, so that it can explain them to publics.

In this unit, we shall examine the PR set up in an organization, its functions including campaign and planning process. And finally we shall discuss PR in crisis management. The next unit will concentrate on some important aspects of PR, such as publics of PR, i.e. internal and external publics, publicity media for PR etc.

10.3 PR SET UP IN AN ORGANIZATION

Public relations or PR has a very important role in an organization. PR function is not the exclusive concern of only few PR experts, but the responsibility and concern of every one in the organization, from the top brass to the lower cadre. One of the most important factors that influences on organization's status and reputation is what its own employees think and say about it.

The primary function of the Public Relations department in an organization is to establish and maintain a good relation with its internal as well as external publics. To maintain this relation with its publics a PR department must take some initiatives of publishing printed materials, producing audio visual materials and filling the communication gap if any among the various groups of the organization and finally disseminating information to the publics. In order to initiate a steady flow of information covering all major aspects of the organization's operations, it is necessary to create official channels of communication between the Public Relations department and the senior person in charge of the various activities. Again to provide information from the divisions, a pattern of procedures should be formulated. No two organizations are

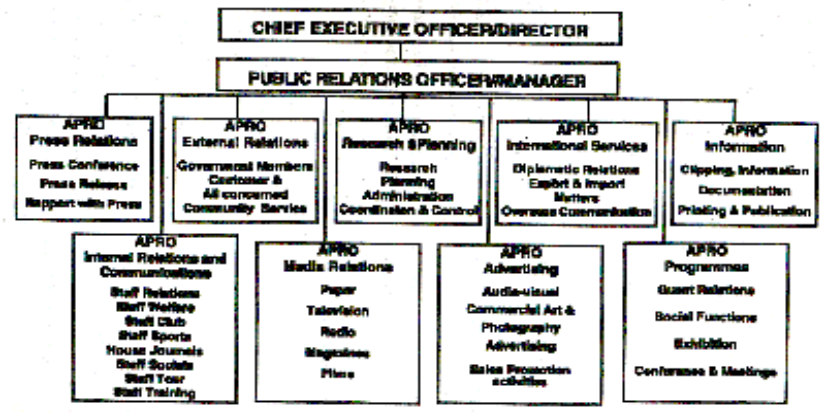
similar and, therefore, Public Relations procedures must also vary in detail.

10.3.1 Status of PR department in an Organization

The role of Public Relations in an organization is to develop commitment, motivation and morale among the people to enable them to function well in different circumstances. The purpose is also to develop an appropriate work culture and the necessary attitudes and competence with the ultimate goals of establishing and maintaining a bridge of mutual understanding and goodwill between the organization and its various publics. The status of a Public Relations department in an organization is very crucial. As far as the internal communication in an organization is concerned, the PR department plays a role of an intermediary between the employee and employer or, we can say, between the top brass and the other employees including lower cadre. The PR department disseminates the various policies and programmes initiated by the management to the other employees and the department collects and conveys the reaction or the feedbacks of the employees and conveys them to the management regarding a specific issue.

Besides, the PR department also plays the role of bridging the communication gap between the external publics or the target audiences and the organization. The department also tries to build a good image of the organization before of the publics.

Public Relations Department of a large organization



As we have seen in the above graphics, in a large organization, Public Relations Officer or the PR Manager is directly under the Chief Executive Officer or the Managing Director of the organization. He is assisted and supported by a few Assistant Public Relations Officers (APRO), who are assigned different PR tasks, such as media relations, research and planning, information, advertising etc.

10.3.2 Functions of a PR department

The basic Public Relations functions of a social welfare organization are similar to those of any other organization. Typically the administrative functions are handled by a professional Public Relations practitioner and staff who prepare materials and provide services for different chapters and committees, supervise staff services and personnel, establish and control of Public Relations budget, coordinate organization activities involving the public, plan Public Relations programmes, establish policy and evaluate the effectiveness of their Public Relations. The list of functions performed by Public Relations departments varies from company to company, organization to organization.

However, theire are certain standard functions of the Public Relations as listed below:

1. MEDIA RELATIONS

- The PR department has to maintain a good relation with different press, electronic media. If necessary a responsible officer of the department should visit the different media houses.
- The PR department has to liaison with the Information and Public Relations Department of the govt., such as PIB, AIR, Doordarshan, DIPR etc.

2. PUBLICATION AND PRODUCTION OF CORPORATE LITERATURE

- The PR department has to prepare various advertisements, Notifications etc. The department has to produce the audio



PIB: *Press Information Bureau, AIR: All India Radio, DIPR: Directorate of Information and Public Relations*

visual advertisements and prepare ad copy with illustrated layouts.

- The PR department has also to prepare and publish brochures, leaflets, annual reports, booklets and other publicity materials.
- In the modern ages some PR departments prepare various audio visual materials like documentaries, video magazines, special events' videography etc.

3. EXHIBITIONS AND TRADE FAIRS

- The PR department has to participate in exhibitions, trade fairs, melas etc. It is an important task of the PR department, because in the exhibition the PR department can participate in an interpersonal communication with the people, who are interested in the field.

4. SEMINARS, CONFERENCES, WORKSHOPS AND OTHER IMPORTANT EVENTS.

- The PR department has to organize some seminars, workshops and some special events to improve their internal public and to build a favourable image before the external public. The department should also provide support services for organizing seminars, conferences, workshops, national events to other organizations or institutions of their respective fields.

5. LIBRARY AND REFERENCE SERVICES

- The PR department has to preserve press clippings; media response etc. and should subscribe to different newspapers, periodicals, journals etc.

6. TOURS AND TRAVELS

- The PR department has also to arrange media Programmes, Travels and Tour arrangements, if the department wants to disseminate information regarding their activities, which are taking place in the field.

7. PUBLIC ASSISTANCE AND RECEPTION CELL

- The following are the important tasks of a PR department-
- Arranging a good reception
- Receiving of grievances and monitoring
- Providing guidance to public and providing information
- Sale of Plans, Books, Application Forms, etc.
- Implementing the Right to Information Act 2005.
- The PR department has to receive applications for layouts, building permissions, and provide information to the applicants.

The PR department always maintains liaison with the appropriate governmental units at local, state and national level; reports trends in Government affecting the company; advises action as needed; helps prepare for and direct corporate appearances before investing bodies or legislative hearing; directs programmes designed to promote the company's point of view in legislative or regulatory matters.

10.3.3 Responsibilities of a PR department

The Public Relations Officer has to be appointed within the Chief Executive's Department. The PRO is directly responsible to the CEO for advising and implementing the public relations programme in all its varied aspects. The PR department is responsible for the following-

1. Controlling the public relations activities through the presentation and implementation of agreed policies and stratagies;
2. Conveying and interpreting to the management, information on public attitudes and views about the company and/or the industry it serves;
3. Preparing all policy and financial statements and conveying company affairs to the Press, TV and radio. Handling day-to-day enquiries from the Press, and the initiation of press interest in the affairs, services and production of the company, regularly

issuing news material on all company activities;

4. Advising on the preparation of prestige publications, institutional advertising, films, exhibitions, shareholder relations, house style, community relations, and other relevant activities;
5. Instructing the company's financial advertising agents on all matters relating to financial and annual report, advertising and publicity;
6. Liaison with the company's department on all matters relating to the dissemination of internal information and the company's employee publications.



CHECK YOUR PROGRESS

Q . 1 : What is the primary need of a Public Relations department in an organization?

_____

_____

Q.2: Name the functions of a PR department in connection with maintaining library and reference?

_____

_____



ACTIVITY 10.1

1. Observe the functions of a Public Relations Department carried out by a govt., public sector organization or a private organization situated in your district.

_____

_____

_____**1**

10.4 PR CAMPAIGNS AND PROGRAMMES

The organization's Public Relations policy is based on the fact that the organization recognizes the value of public interest in its activities. Because of this, it aims to keep the public fully and accurately informed of the activities so far as this is consistent with reasonable commercial prudence.

Campaigns are a significant part of the Public Relations profession and should be carried out with careful planning and thorough management. Specific step-by-step measures should be taken when planning any PR campaign to ensure that it meets the objectives set or, in other words, achieves what needs to be achieved. Basically, a PR campaign is a period of PR activity involving several events and techniques but with definite dates of starting and ending.

There are many different reasons to conduct a Public Relations campaign. Before launching a PR campaign, the PR department should clearly form the outline goals. For example-

- To inform the public about the organization or the changes in the organization;
- To build awareness among potential customers as the organization enters into a new market;
- To improve a poor reputation or correct misunderstandings;
- To persuade customers that the organization can maintain its supply standard while building new accounts or establishing new partnerships.

So, to achieve the goals, a PR department should design a well planned PR campaign. The following are some stages to launch a successful Public Relations campaign:

RESEARCH

Research is the examination of statistics and other information regarding the past, present, and future trends or performance that enables analysts to recommend to investors which stocks to buy or sell in order to

maximize their return and minimize their risk. Research is the most important task for a PR campaign. So before going to launch a PR plan, the concerned department should pursue a research.

SITUATION ANALYSIS

The research carried out by the PR department should clearly define the current situation with regard to the campaign. Depending on what is involved, this might include an organization's current situation in the market, how it is perceived by customers or staff or how it fares financially.

OBJECTIVES

After knowing the problem(s) of the organization, the department can then define the objectives of the campaign. The objectives are what is expected to be the end result of the PR activity. The objectives must be specific, measurable, achievable and realistic. Depending on the situation, sometimes the objectives can be set initially before the research is undertaken.

IDENTIFYING PUBLICS

The research carried out in the initial stages of the planning process should have identified each public which is relevant to the campaign. This is crucial to ensure that the key messages are communicated as effectively as possible. The research should also identify each public's current attitude to the situation allowing to tailor the key messages appropriately.

IDENTIFYING STAKEHOLDERS

Once the publics of this campaign have been categorized, it is then important to identify who the stakeholders are. A stakeholder analysis is not as specific as identifying publics as it looks at everyone that is involved in the campaign as opposed to those who need to be communicated to. Publics can also be categorized as stakeholders.

Stakeholder : A person, group, organization, or system who affects or can be affected by an organisation's action.

KEY MESSAGES

After identifying the problems and the current situation of the organization (both internally and externally), then the department has to plan what the organization wants to say. Every PR campaign needs to have a set of messages that forms the main thrust of the communication. These messages need to be clear, concise and readily understood. Key messages are important for two reasons. First, they are an essential part of the attitude-forming process and, second, they demonstrate the effectiveness of the communication.

STRATEGY

The strategy in a PR campaign is often confused with the tactics. However, the strategy is the foundation on which a tactical programme is built. The strategy is usually the overlying mechanism of a PR campaign from which the tactics are deployed to meet the objectives.

TACTICS

The PR profession has a number of tactics (or tools) in its armoury. The challenge is to choose the right tactics to meet the objectives. Again, depending on what type of campaign the departments are involved in, it might use media relations, lobbying, events, interviews, consultations, newsletters, competitions, conferences, photography, video news releases etc.

TIMESCALE

To do the overall strategy and tactics a PR department should allocate a time for it. A timescale allows the PR department to co-ordinate the tactics appropriately and helps to complete the task within the deadlines. Not only that, if there are certain future events that relate to the campaign, the department can tailor a tactic in the timescale to coincide.

BUDGET

Allocating the budget is an essential part of a campaign; so all costs should be taken into consideration. The primary reason for a budget is that it also allows to allocate money to the specific areas of the campaign.

CRISIS ISSUES AND MANAGEMENT PLACE

Risk is an inevitable part of some PR campaign. So to be thoroughly prepared for a problem that may occur is paramount importance. For that detailed information on devising a crisis communications plan (CCP) is to be prepared.

EVALUATION

Evaluation is an ongoing process, particularly in a long-term PR campaign; so it is critical to constantly review all specific elements. The evaluation is vital in order to discover which parts of the campaign were successful and which were not. Not only that, it also helps determine what the current situation is after the PR activity has ended. The evaluation process is the 'added value' of PR and is something that should not be neglected.

So, if a PR department successfully pursues the above stages, then the PR campaign will be successful and the PR department will be able to build the reputation and a favourable image before their target audience, external and internal public as well.



CHECK YOUR PROGRESS

Q.3: What do you mean by a PR campaign?

_____

_____

Q.4: What is research? Why it is important in a PR campaign?

_____

_____



ACTIVITY 10.2

Prepare a PR campaign utilizing your preferable PR tools.

_____

_____

_____

_____

10.5 PUBLIC RELATIONS AND CRISIS MANAGEMENT

A crisis in Public Relations puts an organization in the unfortunate position of being in a defensive posture. This posture can be maintained, however, without compromising the crisp, aggressive, and professional attitude toward information dissemination that should characterize practices all the time, whether during a crisis or not. If handled properly, the only distinguishing feature of a crisis is that the media will come to the PR department at times of crisis and the PR practitioners should spend all the time to provide them necessary information regarding the crisis.

Before going to discuss the crisis management and Public Relations, let us discuss the meaning of crisis first. A crisis can be defined as a dramatic change, usually for the worse. It may be a disaster, an event which involves loss of life or extensive damage of property; or it may be a situation when an organization finds itself under unwelcome scrutiny because of its behaviour or that of its staff. A crisis may occur as a result of an accident; it may arise because of the negligence or criminal behaviour of an individual or organization; or it may happen to a company as a result of product tampering or other sabotage. It may happen suddenly or there may be a slow build-up as a local difficulty escalates into a full-blown crisis. Whatever the nature of a crisis may be whatever an accident, a murder, violent strike, burglary or scandal, nothing should be kept as confidential.

The PR department of an organization must do to expedite the accurate handling of information in co-operation with the media. At the time of crisis, internal and external communication channels should be kept open. Media person are to be kept abreast of all the latest information. The department should assure free flow of communication within the outlines of the Public Relations plan. Finally, the media may be thanked for the cooperation, after the crisis is over.

As mentioned above, media relations may be particularly strained during times of emergency. During stressful and unexpected situations it is the media's main purpose to gather the striking news which a crisis usually represents. The media, at this time of emergency, has to be handled effectively in a composed manner. Confrontation of any kind is fatal to the interest of the organization. The PR department should not try to suppress information. Rather, it should notify the media. The top Public Relations person should channelise all the information that is issued by the management. If necessary, a special information officer may be set up for making frequent statements available. The PR department must be careful not to speculate by trying to estimate the damage prematurely. It should also not try to pin the blame on some individual before investigation has established it.

A team of PR practitioners of the PR department of the organization should take responsibility for drawing up a plan which can be taken down from the shelf and activated when required. This means the plan needs to be clear and unequivocal so that whoever uses it can understand what they are required to do. But it also needs to be flexible enough to be adapted for whatever crisis occurs. There is little point, for example, in stipulating exactly how many telephone lines need to be available in a specified room which will be used as a press centre, when the crisis may happen miles away and portable telecommunications will be needed. The important thing is to make clear whose job it is to ensure that a press facility is made available, and that that person knows how to provide such a facility at a moment's notice.

Members of the team should meet regularly even when the crisis plan has been drawn up. It is important that they keep in touch and that the plan is continually reviewed and updated to take account not only of changes in personnel and within the organization, but to keep up to date with media contacts and improvements in technology.

A plan to deal with a plane crash that involves fatalities must lead to the swift delivery of accurate information to the media and the general public. This plan must includes:

1. The establishment of a standard operating procedure (SOP) to be implemented at times of crisis.
2. A general timetable for the implementation of SOP.
3. Communication tools and methods, including sample press releases, organizing press briefings etc.
4. Methods of evaluation.

In textbook terminology, steps one and two are the planning steps, step three is the communication step, and step four is the evaluative step. Generally, this plan outlines only what must be done rather than what could be done. For this reason, it allows for flexibility and the creative input of ideas that the individual situation will demand.



CHECK YOUR PROGRESS

Q.5: Define the term 'crisis'.

_____

_____

Q.6: What do you mean by Crisis management?

_____

_____

Q.7: What is the importance of PR in crisis management?

_____

_____



ACTIVITY 10.3

Observe the Public Relations activities carried out in a Bank near your locality and prepare a list of internal as well as external publics of that bank.

10.6 PR AND CODE OF CONDUCT

The Public Relations Society of India (PRSI) is the national association of Public Relations practitioners and communication specialists in India. It is the pioneer organization that has been trying to develop PR as a profession and it always tries to maintain the standard of the PR practitioners' job. The society declares an important Code of Conduct that each and every PR practitioner should follow. If a member of the Society is found to have infringed this Code during the course of his professional duties, he will be deemed to be guilty of serious misconduct calling for an appropriate penalty.

Accordingly, each member of the Society shall endeavour -

1. to contribute to the achievement of the moral and cultural conditions enabling human beings to reach their full stature and enjoy the indefeasible rights to which they are entitled, under the "Universal Declaration of Human Rights".
2. to establish communication patterns and channels which, by fostering the free flow of essential information, will make each member of the group feel that he is being kept informed; and also give him an awareness of his own personal involvement and responsibility and of his solidarity with other members.
3. to conduct himself always and in all circumstances in such a manner as to deserve and secure the confidence of those with whom he comes into contact.
4. to bear in mind that, because of the relationship between his profession and the public, his conduct, even in private, will have an impact on the way in which the profession as a whole is appraised.

Each member of the Society **shall undertake –**

1. to observe, in the course of his professional duties, the moral principles and rules of the "Universal Declaration of Human Rights".
2. to pay due regard to and uphold human dignity and to recognize the right of each individual to judge for himself;

3. to establish the moral, psychological and intellectual condition for dialogue in its true sense, and to recognize the right of the parties involved to state their case and express their views.
4. to act in all circumstances in such a manner as to take account of the respective interests of the parties involved, both the interests of the organization which he serves and the interests of the public concerned.
5. to carry out his undertakings and commitments which are always to be so worded as to avoid any misunderstanding and to show loyalty and integrity in all circumstance to as to keep the confidence of the clients or employers, past or present, and of all the public that are affected by his actions.
6. not subordinating the truth to other requirements.
7. will not take circulating information, which is not based on established and ascertainable facts.
8. not taking part in any venture or undertaking, which is unethical dishonest or capable of impairing human dignity and integrity.
9. not using any "manipulative" methods or techniques designed to create subconscious motivations which the individual cannot control of own free will and so cannot be held accountable for the action on the hints for Organize Public Meetings.
10. arranging meetings is often the task of P.R.O.

The above mentioned codes were adopted by the PRSI in accordance with the International Public Relations Association (IPRA) codes. IPRA code of professional conduct and ethics was primarily adopted by the International Public Relations Association at its general assembly in Venice, in May 1961 and it was finally adopted by the IPRA council at its 1965 meeting in Athens, Greece. It is popularly known as the' Code of Athens'. This code and its principles were inspired by the UN declaration of human right.



CHECK YOUR PROGRESS

Q.8: What do you mean by code of conduct?

_____

_____

Q.9: Mention at least two codes of PR that adopted by PRSI.

_____

_____



10.7 LET US SUM UP

The primary need of the Public Relations department in an organization is to establish and maintain a good relation with its internal as well as external publics. The role of Public Relations in an organization is to develop commitment, motivation and morale among the people to enable them to function in different circumstances.

PR campaign is a period of PR activity involving several events and techniques but with definite start and end dates. A crisis Public Relations situation put an organization in the unfortunate position of being in a defensive posture. This posture can be maintained, however, without compromising with the crisp, aggressive, and professional attitude toward information dissemination that should typify practices all the time, whether crisis or calm.



10.8 FURTHER READING

1. Fundamentals of Public Relations by K B Dutta, Publisher: Akansha, Delhi.
2. Management of Public Relations and Communication by S. Sengupta, publisher: Vikas Publishing House Pvt. Ltd., Delhi.



10.9 ANSWERS TO CHECK YOUR PROGRESS

Ans. to Q. No.1: The primary need of the Public Relations department in an organization is to establish and maintain a good relation with its internal as well as external publics.

Ans. to Q. No.2: The functions of a PR department in connection with maintaining library and reference are to collect and preserve Press Clippings, Media Response and Subscribing to Newspapers, Periodicals, etc.

Ans. to Q. No.3: A PR campaign is a period of PR activity involving several events and techniques but with definite start and end dates.

Ans. to Q. No.4: Research is the examination of statistics and other information regarding past, present, and future trends or performance that enables analysts to recommend to investors as to which stocks to buy or sell in order to maximize their return and minimize their risk. Research is the most important task for a PR campaign. So before going to launch a PR plan, the concerned department should pursue a research.

Ans. to Q. No.5: A crisis can be defined as a dramatic change, usually for the worse. It may be a disaster: an event which involves loss of life or extensive damage to property; or it may be a situation when an organization finds itself under unwelcome scrutiny because of its behaviour or that of its staff.

Ans. to Q. No.6: Crisis management is an action taken by an organization in response to unexpected events or situations with potentially negative effects that threaten resources and people or the success and continued operation of the organization. Crisis management includes the development of plans to reduce the risk of a crisis occurring and to deal with any crisis that do occurs, and the implementation of these plans so as to minimize the impact of crises and assist the organization to recover from them. Crisis

situations may occur as a result of external factors such as the development of a new product by a competitor or changes in legislation, or internal factors such as a product failure or faulty decision making, and often involve the need to make quick decisions on the basis of uncertain or incomplete information.

Ans. to Q. No.7: A crisis is an unpredictable and unstable situation that can have dangerous consequences for an organization. It is imperative to make proactive plan for the impending crisis. This enables mitigation of the loss due to the crisis. Efficient Public Relations activities are therefore, very important aspect of crisis management. A team of PR practitioners should take responsibility for drawing up a plan which can be taken down from the shelf and activated when required. This means the plan needs to be clear and unequivocal so that whoever uses it can understand what it is they are required to do.

Ans. to Q. No.8: Code of Conduct is a statement and description of required behaviors, responsibilities, and actions expected of employees of an organization or of members of a professional body. A code of conduct usually focuses on ethical and socially responsible issues and applies to individuals, providing guidance on how to act in cases of doubt or confusion.

Ans. to Q. No.9: The following are two codes of PR adopted by PRSI –

a. To contribute to the achievement of the moral and cultural conditions enabling human beings to reach their full stature and enjoy the indefeasible rights to which they are entitled, under the "Universal Declaration of Human Rights".
b. To establish communication patterns and channels which, by fostering the free flow of essential information, will make each member of the group feel that he is being kept informed -and also give him an awareness of his own personal involvement and responsibility and of his solidarity with other members.



10.10 MODEL QUESTIONS

A. Very Short Questions :

Q.1: What is the relation between public relations and crisis management ?

Q.2: Why research is an important step for launching a PR campaign ?

B. Short Questions : (Answer each question in about 150 words)

Q.1: Discuss the role and responsibility of a PR department in an organization.

Q.2: Enumerate the standard functions of a PR department.

Q.3: What do you mean by a PR campaign. Prepare a plan for a PR campaign on behalf of an organization.

C. Very Short Questions : (Answer each question in about 300-500 words)

Q.1: What is Crisis? How can a PR department play an important role in a crisis situation.

Q.2: What is Code of Conduct? Discuss the PRSI Code of Conduct.

*****

UNIT - 11 : PUBLICS OF PUBLIC RELATIONS

UNIT STRUCTURE

11.1 Learning Objectives

11.2 Introduction

11.3 Target audience

11.4 Publics of Public Relations

- 11.4.1 Internal Publics
- 11.4.2 External Publics

11.5 Publicity media for PR

- 11.5.1 Print Media
- 11.5.2 Television
- 11.5.3 Radio
- 11.5.4 Film
- 11.5.5 New Media

11.6 Let Us Sum Up

11.7 Further Reading

11.8 Answers to Check Your Progress

11.9 Model Questions

11.1 LEARNING OBJECTIVES

After going through this unit you will be able to -

- describe the concept of target audience
- discuss the internal and external publics in PR
- trace the linkage between the internal and external publics
- name the publicity media important for PR campaign.

11.2 INTRODUCTION

In the previous unit we have analyzed the PR set up in an organization and the functions of a Public Relations Dept. in an organization and finally we have discussed PR in crisis management.

This unit will concentrate on some important aspects of PR, such as the publics of PR i.e. internal and external publics, publicity media for PR etc.

In the following unit, we will discuss the various tools of Public Relations such as House Journals, Bulletin Boards, Open Day, Video Magazine etc.

11.3 TARGET AUDIENCE

The target audience is a segment of the large audience identified for aiming or targeting the messages or programmes in Mass Communication. To fulfill the need of the target audience is one of the most important aspects of an organization.

Target audiences are distinct groups or segments of customers. Most businesses cater to a variety of clients and customers. Some marketing strategies will be relevant to all those segments, but knowing each target audience well will help the company to deliver the marketing messages to get positive responses from the customers.

A fundamental technique used in Public Relations is to identify the target audience and to tailor the message to appeal to the audience. It can be a general, nationwide or worldwide audience, but it is more often a segment of a population. PR firms cater to a very broad range of audiences on a daily basis. A PR cell needs to communicate with many different groups of people. It is necessary to choose the strategy and media to reach them effectively.

There are certain categories of the target audience for any broad PR programme

- **The community -** People around the organization or its location;
- **Opinion leaders -** People who command and influence the publics such as the politicians, bureaucrats, social workers, etc;
- **The Suppliers -** The person who supplies different required materials,
- **The Customer and users -** Present, past and future;
- **The Traders -** Distributors, wholesalers, agents, etc.; and

- **The Financial contacts -** Bankers, shareholders, investors, brokers etc.



CHECK YOUR PROGRESS

Q.1: What do you mean by target audience?

_____

_____

Q.2: Give at least five examples of target audience of an organization.

_____

_____

11.4 THE PUBLICS OF PUBLIC RELATIONS

The concept of Public Relations basically consists of two terms. The 'public' and the 'relations'. The term 'relations' stands for mutual dealings or connections or communications among persons or groups. Now what is the meaning of public here? Webster's dictionary defines it as - 'People in general considered as a whole or a body of people sharing some common interest'. It means "a public may be defined as any group of people tied together, however loosely, by some common bond of interest or concern." In connection with our discipline, public is referred to employees, stock holders, customers etc.

Already we have discussed in the first unit that Public Relations is a management function. From the management's point of view, there are two types of Public Relations - first is internal Public Relations and other is the external. The management of an organization or a firm has to enlist the support as well as the participation of its employees to achieve the goals and to win the confidence and trust of the other publics of the organization, who are directly or indirectly related to the organization.

So, in traditional Public Relations usage, the publics are divided into two categories - internal public and external public. Let us discuss both categories in detail -

11.4.1 Internal Publics

The internal publics are directly related or associated with the organization. They are the most closely related to the organization and share its identity, such as the administration, management and marketing etc.

An **employee** may be someone, who is hired by an employer under a contract of employment to perform work on a regular basis. An employee works either at the employer's premises or at a place otherwise agreed upon and is paid regularly, or enjoys fringe benefits and employment protection. Employees are the internal public in an organization. They are important because they directly participate in the various activities of the organization or in its functioning, like production, management etc. They have a share in the decision making process directly or indirectly. An organization cannot run smoothly without the cooperation of its employees. Harmony and mutual understanding between the employees and the management is a prerequisite for increasing the creativity and productivity of an organization. So, effective and persuasive communication between the employees and the management is very much important for the improvement and the development of the image of an organization.



Employee:
An individual who provides labor to a company or another person.

An employee always wants to know about the various achievements, developments, new facilities, advantages and disadvantages of those facilities cum initiatives or new policies and the new deals of the organization. Therefore Public Relations for the internal publics are of paramount importance not only for dissemination of information regarding the organization but also for developing the network as well as the work culture.

In an organization all employees should act as Public Relations executives with the external publics for their organization.

We generally do not want to go to a police station to file a complaint or we generally do not want to go to any government office only because of the behaviour that we receive from the employees of those organization. This is one of the important reasons of the slow development of our state functionaries. On the other hand, in many organizations, employees do not know what is happening in their organization. Employees today expect more information on what is happening in the organization and how it will affect them in their daily routine. The Public Relations strategy must cover these issues for the internal public and must also convey all the possible information on relevant facts, figures, achievements and crisis. From this information they can also create an awareness and can help to maintain the standard and the reputation of the organization.

11.4.2 External Publics

The external publics are those who are associated with the organization, but not in a direct manner. As the name suggests, it is concerned with the people outside the organization. Already we have discussed the concept of the target audience. So the external publics, may include the target audience and others, those who are indirectly associated with the organization and who matter much for the company's goodwill. In the public sector undertakings there are normally four groups of external publics, these are -

a) customers
b) government
c) shareholders
d) opinion leaders.

But for the private organizations, their periphery is much broader than the government or the public sector organizations. Let us discuss some groups of the external publics of an organization in general.

a) Customers

A customer is a purchaser of a product or service. A customer is

a person or organization that purchases or obtains goods or services from other organizations such as manufacturers, retailers, wholesalers, or service providers. A customer is not necessarily the same person All the customers are the external publics for an organization. But their decision always matters for the existence of the organization.

b) Share holders

Share holder is a person who owns **shares** of a fund or investment trust of an organization. Actually, the share holders are the real owners of an organization, especially for a private organization. A private sector organization, therefore, cannot afford to ignore the interests of its share holders. The private organization has to depend on these financial matters and therefore, the activities of these external public is very important to ensure the organization's further development.



Share:
Share is a fixed identifiable unit of capital which has a fixed nominal or face value, which may be quite different from the market price of the share.

c) Opinion leaders

The opinion leader is a high-profile person or organization that can significantly influence public opinion. An opinion leader can be a politician, religious, business or community leader, journalist, or educator etc. Show business and sports personalities can exert a great deal of influence on young people's leisure, lifestyles and buying habits. They can influence the general people, may be the customers, and those who are directly or indirectly related with the organization. So, in Public Relations they are important for the organizational management.

d) Media and Journalists

Being a student of Mass Communication and journalism you can realize the media power and the importance of the journalists in the society. They can reform the society and can also persuade people towards something new. Therefore, every organization tries to maintain very good media relations. Media can also help to build a good image of the organization before

the general mass.

e) Community

The Wikipedia Encyclopedia defines the term community as a biological term. It is 'a group of interacting organisms sharing an environment'. The word 'community' is derived from the Latin communitas (meaning the same), which is in turn derived from communis, which means "common, public, shared by all or many". In human communities, intent, belief, resources, preferences, needs, risks and a number of other conditions may be present and common, affecting the identity of the participants and their degree of cohesiveness. Traditionally in sociology, a "community" has been defined as a group of interacting people living in a common location. So the community around us is very much important for smooth running of an organization.

f) Government

A government is "the organization, that is the governing authority of a political unit", "the ruling power in a political society", and the apparatus through which a governing body functions and exercises authority." Statist theorists maintain that the necessity of government derives from the fact that the people need to live in communities. Yet personal autonomy must be constrained in these communities. In our country we have a three tier government system, one is in the centre, i.e. union government, one is in the state i.e. the state governments and the local self government at the grassroots level. Basically an organization always maintains a good relation with the union govt. and with the respective state govts concerned. So the govt. people are the external public for an organization.

g) Financial relations

In the financial management, the prime target groups of a company are share holders and potential investors. They have to be kept informed and updated. Public relations must establish, maintain and improve the organization's image, so that it gets financial support from the public and financial institutions.

h) Citizen action groups

An organization may adopt a democratic approach while dealing with the citizens. The management of an organization should participate in various social, cultural and other activities to develop a better understanding and interaction with the various groups of the society.

i) Public at large

Already we have discussed that the public may be defined as any group of people tied together, however loosely, by some common bond of interest or concern. But in this context we can include all the people of the society nearer to the periphery of the organization. The image of the organization is vital for the people at large.

With the tremendous growth of business and commerce, the organization needs to maintain a very good Public Relations with the external public.



CHECK YOUR PROGRESS

Q.3: What do you mean by the publics?

_____

_____

Q.4: Name the various types of the publics associated with an organization.

_____

_____

Q.5: Do you think employees are internal public?

_____

_____

Q.6: Who are the external public for a public sector undertaking organization?

_____

_____

ACTIVITY 11.1



Observe the Public Relations activities carried out by a Bank near your locality and prepare a list of internal as well as external public of that bank.

11.5 PUBLICITY MEDIA FOR PR

Publicity is to reflect the performance and get public acknowledgement and appreciation to build the image of the organization. Many organizations of the new era use publicity to promote their ideas, concepts or products. A news takes birth from Public Relations and surface in the media through various media vehicles and thus it travels through the masses. Hence, publicity has become an essential function of PR. The PR executives provide the contents of news to the media. The media decision makers may not use these sets of information. Cutlip defined publicity as "–Information from an outside source that is used by the media because the information has news value. It is an uncontrolled method of placing messages in the media because the source does not pay the media for placement" Good Public Relations start with good performance as viewed by the public. Publicity that does not reflect good performance is likely to destroy credibility. It is a communication tool, which is concerned with the dissemination of information about an organization to attract attention or to gain recognition, to build image, with the approval of the target public.

A PR department can use different media as print, electronic and so on. Let us discuss some important media that a PR department generally uses.

11.5.1 Print Media

The print media includes newspapers, magazines, brochures, pamphlets and all the related materials that fall under the purview of the printed form. Print media is the most popular form of media in the world. Even in the digitalized arena, the print

media is sustaining as the most popular media for its special characteristics.

In 1956, in India there were just 6,500 newspapers and journals or magazines having a circulation figure of nine million copies. In the 1990s the number of journals and newspapers rose to more than 30,000 contributing about 127 million copies in circulation. This figure went up to 14 crore copies by the year 2000 putting us at the second spot from the top with China leading the list with more than 62000 newspapers and journals. The World Association of Newspapers (WAN) maintains that during the last decade Indian print media circulation has registered almost a 23 per cent rise.

11.5.2 Television

Television, Radio, Film etc. are some important electronic media. TV has already caught the market and holds huge number of audiences in different demographic groups. Organizations always prefer TV as an important medium for the product publicity.

From the historical effort by German scientist Paul G Nipkon to send pictures through telegraph over a short distance in 1884 to the invention of Television by Irish scientist John Logie Bayard in 1925, a number of scientists were involved in the efforts to dedicate gift to the general mass, though the British Broadcasting Corporation (BBC) started broadcasting in 1936. Television entered India rather late. On 15th September 1959 a relatively less powerful transmitter controlled by the Ministry of Information and Broadcasting, gifted 21 tele club signal receivers by the All India Radio Centre, Delhi to mark the beginning of television in India . Initially Delhi Centre telecast one hour programmes on Saturdays and Sundays. These two hours were the only telecast time in a week. But, today hundreds of Government and Private TV channels broadcast programmes round the clock round the year. In 1975, the Satellite Instructional Television Experiment (SITE) was started for 2400 villages of India. The UGC started Educational programmes on 15th August, 1984. In the year 1989 Central Production Centre was

established to upgrade the standard of television programmes. After one year, "Doordarshan Metro" was started. But "DD Metro" was closed down and 15 regional channels started operation one by one. Gradually with the advent of cable Television, a good number of private television channels came out.

Now we can say that television is the most effective medium of communication with the rapid expansion of this electronic media the whole world has come to a box and more than 150 channels are in front of us. Television has great force and scope as a publicity medium, which allows the printed words, spoken words, other natural and unnatural sounds, moving images, colour, and animation to be combine into one format. With the arrival of cable television, the private and also the public broadcasters try to develop the programmes and innovative ideas were employed to improve the presentation style to attract the attention of the general masses. Digital Video Broadcasting, Conditional Access System, Internet Protocol television etc. are the emerging trends which have come to the market to provide noise free digital quality picture and stereophonic sound. Now maximum organizations prefer television as one of the best publicity media if their budget permits that.

11.5.3 Radio

The radio is a popular medium in the rural areas. In India we have more than 80 % rural areas and also we have so many villages, with the maximum number of illiterate people and without electricity facilities. These illiterate people are unable to read newspapers and therefore the radio is the medium that provides the various information and introduces them to the modern developed world. It is cheap, easily available and affordable to people.

Radio in India started in the form of a few private short distance transmission centres in the decade of 1920s and in 1927 Indian Broadcasting Corporation was started by the government. This was later renamed as Akashvani and All India Radio (AIR) and it became

hugely popular. In 1947 when India became free from foreign rule, there were just six radio stations all over the country. Now there are more than 200 full-fledged AIR stations supported by a network of many transmission and relay centres, taking messages into the remotest areas of the country.

AIR has been doing a tremendously commendable job ever since its inception as it broadcasts programmes in 146 languages and dialects including foreign languages also. From the early 1990s the private FM channels have been allowed to operate.

A pioneer in the field of using the radio for educational purposes is the Indira Gandhi National Open University (IGNOU) dedicated towards spreading formal education amongst the masses residing in the far and wide corners of the country and abroad through the distance education mode.

Recently many community radio centres have been established by various educational institutes like IGNOU, Anna University and also by the NGOs in various regions of the country. The radio is a powerful medium not only in the rural areas but also in the urban areas with the help of FM radio culture and the community radio services. So it is one of the most useful media of publicity.

11.5.4 Film

A film or motion picture is a series of still photographs on film, projected in rapid succession onto a screen. Motion pictures are filmed with a movie camera, which makes rapid exposures of people or objects in motion, and shown with a movie projector, which reproduces sound synchronized with the images. The film is considered an important art form, a source of popular entertainment, and a powerful method for educating or indoctrinating citizens. The visual elements of cinema give the motion pictures a universal power of communication.

The principal inventors of the motion-picture machines were Thomas Alva Edison in the U.S. and the Lumière brothers France.

Film of production was centred in France in the early 20th century i.e. 1895 onwards, but by 1920 the U.S. had become dominant.

There is hardly any need to introduce you to the world of Indian film industry. Our country produces on an average 800 films every year. It is one of the highest by global standards. Mumbai is the topmost film producing centre for the country. Yet, we have a highly vibrant regional film industry. Since independence, there has been a phenomenal growth of Indian films dealing with every possible theme - sports, science fiction, violence, the underworld, children's issues, women's issues etc. the list is endless. A good number of films are made as social drama and art movies.

It needs no reiteration that the film is one of the most attractive and effective media of communication and for Public Relations purpose, it can be used as the most successful tool for publicity.

11.5.5 New Media

The new media are the emerging technologies in the field of disseminating massages. This form of communication in the digital world, includes electronic publishing on CD-ROM, DVD, digital television and, most significantly, the Internet. It implies the use of desktop and portable computers as well as wireless.

These new methods of communicating in the digital world allow smaller groups of people to congregate online and share, sell and swap goods and information. They also allow more people to have a voice in their community and in the world in general. Here we can use the new media for publicity. Say, for instance, a PRO has organized a press conference. He or she can invite the entire important guest list through e-mail. He can get their confirmation to attend the conference immediately.



CHECK YOUR PROGRESS

Q. 7: What is publicity?

_____

_____

Q.8: What is media?

_____

_____

Q.9: What does WAN stand for?

_____

_____

Q.10: Who invented the television?

_____

_____

Q.11: Do you think the new media are useful for publicity?

_____

_____

ACTIVITY 11.2



Select a product or service of your choice and observe what are the media used by the organization to give a good publicity to that product.



11.6 LET US SUM UP

Target audiences are a segment of the large audience identified for aiming or targeting advertising messages or programmes in Mass Communication.

A 'public' may be defined as any group of people tied together, however

loosely, by some common bond of interest or concern. In traditional Public Relations usage, publics are divided into two categories - internal public and external public. Internal publics are directly related or associated with the organization. They are those which an organization most closely relates to - one that shares the organizational identity, such as the administration, management, employees, dealers, marketing personnel etc. External publics are those who are indirectly associated with the organization. For the publicity purpose of an organization, we can use Print Media, Radio, Television, Film, new media etc.



11.7 FURTHER READING

1. Public Relations by H F Moore and F B Kalupa, publisher: Surjeet Publication, Delhi.
2. Practical Public Relations by Sam Black, Universal Book Stall, Delhi.

11.8 ANSWERS TO CHECK YOUR PROGRESS

Ans. to Q. No.1: The target audience is a segment of the large audience identified for aiming or targeting the messages or programmes in Mass Communication. To fulfil the need of the target audience is one of the most important aspects of an organization.

Ans. to Q. No.2: The following are some target audiences of an organization-

a) Consumer, b) Suppliers, c) Opinion leader, d) employees, e) media or journalists.

Ans. to Q. No.3: A public may be defined as any group of people tied together, however loosely, by some common bond of interest

or concern. In traditional public relations usage, publics are divided into two categories - internal public and external public.

Ans. to Q. No.4: Internal public and external public are two categories of 'publics', who are associated with an organization.

Ans. to Q. No.5: Yes. Because they are directly associated with the various activities of the organization.

Ans. to Q. No.6: The following are the external publics for a public sector undertaking organization-

a) customers

b) government

c) shareholders

d) opinion leaders.

Ans. to Q. No.7: Publicity is the simple act of making a suggestion to a journalist that leads to the inclusion of a company or product in a story. Also we can say that Publicity is the only PR tactic that relays information to a "gatekeeper" (the media) - in order to get to the larger audience: the public.

Ans. to Q. No.8: Media is the plural form of medium that indicates the channels or tools of communication.

Ans. to Q. No.9: WAN stands for World Association of Newspapers.

Ans. to Q. No.10: Irish scientist John Logie Bayard invented television in 1925

Ans. to Q. No.11: The concept is that the new methods of communicating in the digital world would allow smaller groups of people to congregate online and share, sell and swap goods and information. For example, a PRO has to organize a press conference. He or she can invite all the important guests through e-mail. He as well gets their response immediately.



11.9 MODEL QUESTIONS

A. Very Short Questions :

Q.1: Who are the internal publics of an organisation ?

Q.2: Who are the opinion leaders ?

B. Short Questions : (Answer each question within 150 words)

Q.1: How does radio serve as an important publicity media for PR ?

C. Long Questions : (Answer each question within 300-500 words)

Q.1: Prepare a list of 'publics' of an organization of your choice.

Q.2: What are the characteristics of print media?

Q.3: Enumerate the differences among press, radio and television.

*****

UNIT - 12 : TOOLS OF PUBLIC RELATIONS

UNIT STRUCTURE

12.1 Learning Objectives

12.2 Introduction

12.3 Tools of Public Relations

12.4 House Journals

- 12.4.1 Internal House Journal
- 12.4.2 External House Journal
- 12.4.3 Trade Journal

12.5 Other PR publications

12.6 Some other important tools of PR

- 12.6.1 Oral Communication
- 12.6.2 Bulletin Boards
- 12.6.3 Open House
- 12.6.4 Video Magazine

12.7 Let Us Sum Up

12.8 Further Reading

12.9 Answers to Check Your Progress

12.10 Model Questions

12.1 LEARNING OBJECTIVES

After going through this unit you will be able to -

- outline various tools of PR
- discuss house journals and its various types
- name the steps to prepare a house journal
- describe different publications
- enumerate the concept of Bulletin Boards
- analyze the concept of Open House
- illustrate the advantages of Video Magazine.

12.2 INTRODUCTION

By now you must already be familiar with some basic concepts of Public Relations, its growth and development, propaganda and publicity, PR set up in an organization, its functions including campaign, and its planning process in an organization. We have also discussed the role of PR in crisis management.

PR is the effort to promote a favorable image of an organization, an association, a brand, an individual, an idea, or some other entity. Public Relations is quite distinct from marketing. Because PR is less concerned with improving sales of a particular product than promoting its overall image and creating goodwill. To achieve these goals we have to take the help of different tools of PR. In this unit we shall discuss on the various tools of PR.

In the following unit, that is Unit - 13, we shall consider some other aspects of PR such as press briefing, rejoinders, how to write a press release, how to organize a press conference etc. These are some important aspects of media relations.

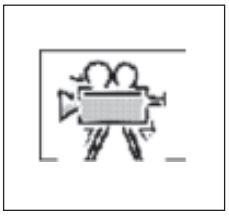
12.3 TOOLS OF PUBLIC RELATIONS

Public Relations is a link between the management of an organization and its various publics. Among all the forms of communication, interpersonal communication is probably one of the best. It is also referred to as face-to-face communication or eyeball-to-eyeball communication. But sometime it is not possible for different reasons.

An organization may be a large one; it may be multi-vocational, multi-directional in nature. Hence, it is very important to create the right medium of communication, to reach out to the varied categories of its publics. It is the responsibility of the Public Relations Department to understand the communication requirements of these publics, select the right channel and prepare the relevant communication packages to evaluate the efficacy and impact from time to time. Therefore, the selection of appropriate tool of PR

is an important task of a PR department. Let us have a look at the various tools of PR.

The following are some important tools of Public Relations.



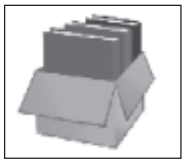
1. Publicity Media :
   a) Print media
   b) Radio and other audio media
   c) Television
   d) Film
   e) Video
   f) New media



2. Oral Communication
   a) Meetings
   b) Speech
   c) Group Discussion



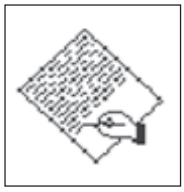
3. Publications
   a) House Journal
   b) Diary
   c) Calendar
   d) News Letter
   e) Annual Report
   f) Photograph
   g) Pictorial Album
   h) Book
   i) Booklet
   j) Pamphlet
   k) Boucher
   l) Leaflet
   m) Folder



4. Advertising
   a) Direct mail
   b) Outdoor advertising



c) Indoor advertising, (including Print, radio, television, new media etc.)



5. Media Relations
   a) Press Conference
   b) Press Briefing
   c) Press Tour
   6) Events
   a) Exhibition
   b) Open house
   c) Cultural event
   d) Special event





CHECK YOUR PROGRESS

Q.1: What do you mean by the tools of PR?

_____

_____

Q.2: Give the write answers for the following–

a) Advertising is a tool of PR. Yes/ No

b) Internet is a medium under new media.Yes/ No

c) Public Relation is not a link between the management and its various public. Yes/ No



ACTIVITY 12.1

Visit the nearest educational institution and prepare a PR Plan and make a list of PR tools in order of your preference.

_____

_____

_____

12.4 HOUSE JOURNALS

The journal brought out by various organizations serve as vehicles of Public

Relations. In the two way communication process of employer and employee, house journal assume great importance. Most of the organizations, especially the industrial concerns, both in the public and private sectors, bring out their own house journals to motivate employees for better output by explaining the policies and programmes of the management of the organization. This type of publication helps to a great extent in creating a team spirit, inculcating mutual understanding between the management and the employees. It also provides opportunities for the employees to show their talent in creative writing and expression. The house journal can help to fill the communication gap and also enable the management to establish rapport with the general public as well as others to whom an organization wants to reach.

A house journal is a publication usually brought out at regular intervals. There are basically three types of House journals:

i) Internal House Journal
ii) External House Journal
iii) The Trade Journal

12.4.1 Internal House Journal

Internal house journal is primarily intended for the internal public such as the employees, shareholders, etc. The journal seeks to enlist the cooperation of its employees by educating them in various matters like honest workmanship, hard work, reduction of waste, regard for safety and so on. At the same time, the staff members will have an opportunity to use the journal as a forum of expression of their opinion, creative writing etc. before the management of the organization. It helps to get the feedback of the internal public regarding an issue or policy.

12.4.2 External House Journal

This type of journal is intended for the external public such as salesmen, sales agents, financial community, journalists and media houses, legislators, dealers, customers etc. It is essentially

a marketing publication, which tells about a product and what it does for the customers. The emphasis is on sales and business. It also helps to provide the future plan of the organization and the external publics can receive the information. External publics can also get a clear image of the organization.

12.4.3 Trade Journal

The trade journals disseminate information regarding the trade, equipment, technical progress etc. of an organization. Unlike house journals, they are not meant for image building of the organization only. They are a combination of the trade and house journal. They give technical information about the trade and also information about the employees and the organization.

Way to Bring Out House Journal :

The aim and objective of the publication of the house journal is to bring the employees closer together and to give them a sense of integrity. To publish a house journal the first step is the registration. All journals are required to be registered with the Press Registrar under the Press and Registration of Books Act for the clearance of the title of the journal. After clearance of the title, the printer and publisher of the journal file a declaration before a Deputy Commissioner or Sub Divisional Magistrate under whose jurisdiction the journal is to be published. The declaration contains the particulars regarding the title of the journal, the language, the objectives and the periodicity of its publications.

Employees particularly the present generation of workers are interested in the affairs of the organization for which they are working. Employees may want to know what problems the company is facing, the amount of profit it is making, its achievements in various areas, its plans for expansion and development, the prospects of its growth etc. Information on these counts should be the prime concern of the journal. The contents should include features not only about the management, but also about the employees including marriages, births, sports, cultural

activities informative materials, achievements etc. The journal should provide education and entertainment to employees as well as the authority too. As such, it should include cartoons, short stories, quiz, write ups in lighter vein as well as educative material written in popular style on family planning, safety, savings etc. But both the employer and employee should take the initiative to publish the journal.

Format

There are two kinds of formats which are in use -

i) the tabloid and

ii) the magazine.

The magazine format generally has a page size of about 8 x 11 inches or about 6 x 9 with two or three columns to the page, printed on **coated stock**, with fine half tones.

The tabloid newspaper or picture magazine format ordinarily would be about 12 x 15 inches in page size, and would be printed either newsprint stock with coarse screen **half tones**. The main characteristic of this type of publication is that, on the whole, it utilizes feature treatment of its material. Large size illustrations are used. Some prefer the tabloid as it cuts out the need for stitching and binding and eliminates the cover, which adds to the expense and requires separate attention.

Every organization will have to evolve its own format depending on what are its main objectives of publishing the journal, the kind of audience it wishes to address and the frequency which it considers desirable to publish the paper.



Coated stock : *Paper or paperboard with a thin layer of clay that helps reproduce bright colours in printing.*



Half Tone : *It is a reprographic the chnique. Reprography is the reproduction of graphics through electronic means. Newsprint off white or light brown, soft, woodpulp paper used for newspapers.*

Periodicity

Monthly frequency is always considered ideal, because it would ensure that news is promptly circulated and employees are posted with the most up-to-date developments.

Gathering of News :

Gathering of news about the organization is the primary

responsibility of the PR man. The news may be collected either through the departmental heads of the branches or from the correspondent specially appointed for this purpose. It is essential, however, to see that the departmental and branch heads extend their support to the reporter by offering for covering a meeting, the opportunity to attend conferences which need to be covered etc.

The next logical step in the production of house journal is the editing of the news received. The first thing is to screen the material. Priorities have to be fixed so that in case there is not enough space to accommodate all the materials, the more important items are not left out. While editing the material, care will also has to be exercised in so that there is a balanced coverage of different units of the organization and, if the organization has branches in different regions of the country, all those branches are to be adequately represented.

Printing Processes

The letterpress is now an outdated printing process. Now a days, the offset presses are much popular as they are a speedy and economical process. For the printing of house journals, the organization can use two types of papers

a) coated or art paper, and

b) uncoated paper.

Proof Reading

The knowledge of proof reading is very essential for publication. Addition or deletation of a few words may mean great difference to the compositor's task. Sometimes an entire paragraph has to be reset. All this can be avoided if the type script is carefully checked before being sent for CRC (Camera Ready Copy). As far as possible all additions, deletions, and corrections should be carried out in the type script. This will save considerable time and money.

Distribution

The task of the person in charge of the production of the house journal is not over with the printing of the journal. It is his

responsibility to ensure that the journal reaches the hands of the readers in the shortest possible time. A good practice is to provide the printing press itself with the distribution list and to ensure that packets from the press are delivered straight to the different departments, as soon as the printing is complete. A constant check should be maintained so that delays and bottlenecks do not hold up the distribution at any point.

Feed Back

The management can get some sort of feed back about employees' attitude and reactions to the management decisions and policies. Employees should be encouraged to write letter to the Editor and thereby the organization can ensure the opinion of the employees. Similarly from management also feedback can be gathered. Thus, the house journal can be the platform to bridge the gap between the authority or management and the employee. The house journal, therefore helps to establish a rapport between the internal public and external public.



CHECK YOUR PROGRESS

Q.3: What do you mean by a house journal?

_____

_____

Q.4: Name the various types of house journals.

_____

_____

Q.5: What is the main task of a trade journal?

_____

_____



ACTIVITY 12.2

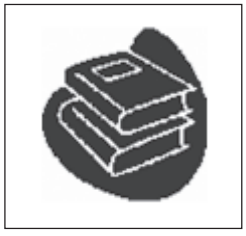
You may be a member of any club or any society or any other association. You might be a member of *Bihu* organizing committee in your locality. On behalf of your organization, try to publish a journal or you may prepare a hand written journal.

_____--

_____

_____----

12.5 OTHER PR PUBLICATIONS



We have already discussed the importance and various other aspects of house journal. Besides, the PR department also publishes some other important publications to achieve the goals such as books, booklets, pamphlets, brochures, broadsheets, folders, leaflets pictorial albums, diaries, calendars and journals. These publications carry message, information; they persuade people provide instruction, build goodwill for the organization. In short, house journals are published to influence employees, customers, salesmen and the public in general. Let us discuss the details of these publications.

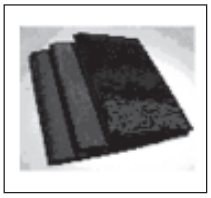


1. **Books :**

   A book is a collection of printed sheets fastened together and bound. It is comprehensive in nature and covers all aspects of the subject. The book is protected by a thick cover. Books can be preserved as record for future use.

2. **Booklets :**

   A booklet is a small book, having a few pages. It has a thick cover. Booklets are attractive in nature.



3. **Pamphlets :**

   A pamphlet is also a small book stitched but not bound. It is a publication with flush paper cover and often fastened with side or saddle stitches. Generally, topical subjects are covered in pamphlets for immediate distribution. A

pamphlet differs from a book in respect of its size, stitching and popular content. In a crisis situation, pamphlets are easy to bring out and lot of information can be carried in y the pamphlets.



4. **Folders :**

   Next to pamphlets, folders are the most popular Public Relations tool. A folder is a single sheet of printed matter with one or more folding, but not stitched. When opened, the printed matter is presented in sequence. Folders are normally printed on heavier paper so that they may last long. There is no hard and fast rule with regard to its size. A 4" x 8" size folder is quite good. A width-to-Length ratio 1:1 may be more suitable, if the paper size permits, without waste. The main consideration is that publication size suits the paper size, to avoid wastage in trimming. Pictures and illustrations are always used in folders to make them attractive. Most of the guide maps of important cities are published in the shape of folders for the benefit of tourists. The tourist map of India published in the form of a folder by the Tourism Department, Government of India is an example.



5. **Leaflets :**

   A leaflet is a single sheet of printed paper intended for distribution on a mass scale. The subject in a leaflet is covered in a concise manner and in very simple language. It gives accurate or specific information on a particular topic. It is a cost effective medium.



6. **Pictorial Albums :**

   What is an album? An album is a book of blank sheets in which autographs, cuttings, photographs etc. are inserted. On the same format, pictorial albums are published to present a story in the shape of illustrations and pictures. A pictorial album may be defined as a publication of pictures, with minimum words. Each organization can bring out such publications to highlight its activities and achievements with the aid of picture. Every picture goes with a good caption. "1971 War in Pictures" brought out by the Publications Division is a good specimen of a pictorial album.



7. **Calendars and Diaries :**

   Both public and private sector organizations bring out their own calendars and diaries to build up good Public Relations. Wall

Calendars are accepted universally as effective builders of goodwill, provided they are attractive and of good quality. An outstanding advantage of calendars when hung in home or office, is that they are constant, year-round reminders of message shown. Calendars are, therefore, an excellent medium of PR activities of an organization throughout the year. They are widely distributed free of cost.



8. **Direct Mail :**

As its name indicates, the direct mail is one of the media of communication, employed by the PRO to bring his message directly to the notice of the individual through mail or personal delivery. This is a personalized communication, addressed directly to the recipient by name as a measure of drawing his personal attention towards the product.



9. **Journal :**

A journal is a publication brought out at regular intervals. It is an official publication of an organization highlighting its policies and programmes. It includes weeklies, fortnightlies, monthlies, bi-monthlies etc. All the State Governments bring out their own journals.



10. **News letter :**

In the previous section we have discussed about house journal in details. Newsletter is a kind of PR publication like a house journal, which is basically informal in nature and issued periodically by an organization or agency to provide information to a particular audience. It may be issued externally or it may take the form of an in-house newsletter used to aid the internal communication process. It is becoming more common for newsletters to be issued in electronic format.



CHECK YOUR PROGRESS

Q.6: What do you mean by a book? What is the basic difference between a book and a booklet?

_____

_____

Q.7: What is an album?

_____

_____

Q.8: Define the term 'journal'.

_____

_____



ACTIVITY 12.3

Observe the Public Relations activities carried out of a Bank nearer to your locality

_____--

_____

_____-----

12.6 SOME OTHER IMPORTANT TOOLS OF PR

Public Relations and publicity are not synonymous but many PR campaigns include advertising and other types of publicity. Publicity is the spreading of information to gain public awareness for a product, person, service, cause or organization, and can be seen as a result of effective PR planning. Already we have discussed the various methods and tools of Public Relations. Now let us discuss some other tools, which are also considered important for

planning an effective PR campaign.

12.6.1 Oral Communication

The talk between two persons is based on trust and mutual goodwill. They either arrive at an agreement or agree to differ and continue the discussion later.

Oral communication is an interpersonal communication. It is persuasive communication. Oral communication is used as a medium to disseminate information regarding various policies of the organization with the internal publics and also used for interacting with the external publics.



Let us discuss briefly some major tools of oral communication.

a) Meeting:

A meeting is a gathering of two or more people for a particular purpose. Meetings are convened for a variety of purposes, including planning, decision making, problem solving, communication and the exchange of information. It may be informal, for example, when a few people get together to discuss ideas. It may be formal, following strict procedures. Formal meetings are conducted by a chairperson according to an agenda set in advance and the proceedings are recorded in minutes. Some meetings, such as company board meetings and annual meetings which is a legal requirement can take place on a regular basis.

Here are some hints for organizing public meetings

1. Place and Time: A convenient place and a time suitable to the audience should be selected. A badly timed meeting is almost as bad as organizing no meeting at all.
2. Audience: The actual filling of the place with the type of audience for whom the speech is intended is another important factor. For this, invitation should be extended to those who are interested in

the speech. Advance publicity through the press and other media will be useful. News of the function may also be published in the "Engagements" column of the newspapers. Personal contact will go a long way in getting a good gathering.

3. Panel of Speakers: The P.R.O. must maintain a panel of speakers whom he can invite to address meetings. This would facilitate to choose the right type of speakers appropriate to the occasion.
4. Talking Points: There is no harm in providing talking points to the speakers. Too many speakers might spoil the meeting. Hence, there is a need for a minimum number of well informed speakers. Speeches should always be delivered in such a way as to appeal to the audience. Lengthy speeches should be avoided. One must make sure that the public address system works depending on its necessity according to the gathering.
5. Other Media: Other media such as the press, song and drama, exhibition, film printed word etc. may also be used as complementary to make the meeting more interesting.
6. Programme: The programme in the order of events should be neatly typed and placed on the table for conducting the meeting. A copy may also be circulated to the pressmen at the time of function.

To get a good coverage of the function, the press should be invited. The P.R.O. should see that the press representatives are provided with all facilities for reporting the speeches by earmarking a separate block with proper seating arrangement for them.

Speeches alone may not attract the audience. It will add spice to the function if some cultural programme or film shows are arranged at the end of the meeting. An exhibition, preferably based on the theme of the function, may also be organized. Distribution of pamphlets and other printed literature relating to the meeting will be an added attraction.

If all the above conditions are fulfilled, the speech, as the main ingredient of oral communication publicity, will achieve its purpose, effectively conveying the message to the intended audience.



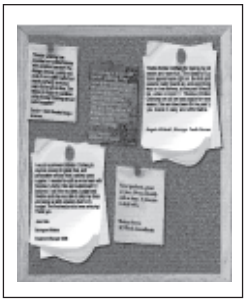
b) Speeches:

Formal speeches are the quickest way to convey a message to a large group of people. Preparation of the speeches and sometimes delivering the speeches to a target audience are some important tasks of the PR department.

c) Group discussion:

It is a research technique in which groups of people discuss their attitudes to a product or organization.

12.6.2 Bulletin Boards



A bulletin board is a place where people can leave public messages, for example, to advertise things to buy or sell, announce events or provide information. Bulletin boards are also known as pin board or notice board in British English. A bulletin board in an organizational context can be described as a stage for a continuous flow of news and messages concerning employees. They can be seen at shop floors of organizations in various formats and sizes. Sometimes they are vertical and sometimes horizontal or square. In some organizations they are drab-looking plain boards, while in others they are more colourful. Papers are stuck on to the board with pins.

Bulletin boards are particularly prevalent in various organizations. Dormitory corridors, hallways, lobbies, and freestanding kiosks often have cork boards attached to facilitate the posting of notices. Lampposts, Rillars, trees, and walls often become impromptu postering sites in areas where official boards are sparse in number. The main objective of a bulletin board in every office is to have a system of interacting with its employees on official matters. Circulars and memos are an essential part of the life of an average employee. Most of the circulars and memos that

have relevance for a large number of employees are on issues concerning job, welfare activities, change in policies, etc.

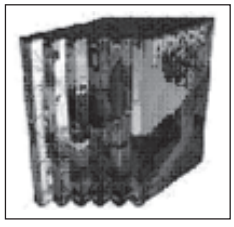
12.6.3 Open House

Open house is an important tool to build rapport with the community or neighborhood where an organization is located. It is also a traditional way of building pride and morale among the employees and their families. Basically it is a communications policy intended to ensure that employees have full information about their organization.

Special Events

In planning special events, it is important to have a management structure that is ultimately responsible for the event. The event itself needs publicity for better response from the target audience. For example, a fashion show or a cultural programme likes News Live Extravaganza.

In fact open houses and special events serve a wide range of audience from employees, community members, press, to elected representatives of parliament and legislative assemblies and they build a rapport with them.



12.6.4 Video Magazine

In general, a magazine is a periodical publication, consisting of sheets of paper folded in half and stapled at fold. When some events or some programmes are photographed in video format, arranged in a sequence and finally produced at a regular interval by an organization for its publics, then it is known as video magazine. We can divide the production stages of a video magazine into three as pre production, production and post production stages. In the first stage, generally an organization finalizes the planning of the magazine, collects information and prepares the final script. In the second stage, the organization or its PR department records the visuals related to the stories or events. In the third stage, those shots are edited with the help of various linear or non linear editing set up and finally produced the and distributed among the target audience.

Some Public Relations firms send out video news releases (VNRs) which are pre-taped video programs. Video News Releases can also be in the TV news format, or even produced for the web.



CHECK YOUR PROGRESS

Q.9: Name two methods of oral communication.

_____

_____

Q.10: What is a bulletin board?

_____

_____

Q.11: How can we build rapport with the community?

_____

_____

Q.12: What do you mean by a magazine?

_____

_____

Q.13: What are the three stages of audio visual production?

_____

_____

Q.14: How can you organize a public meeting?

_____

_____



ACTIVITY 12.4

Try to deliver a speech in a meeting on a topic of your choice. But remember that your topic must match with the purpose of organizing the meeting.

_____

_____

_____



12.7 LET US SUM UP

Public relation is a link between the management and its various publics. Of all the forms of communication, interpersonal communication probably is the best. It is also referred to as face-to-face communication or eyeball-to-eyeball communication. It is the responsibility of the Public Relations Department to understand the c communication requirements of these public, select channels and prepare relevant communication packages and evaluate their efficacy and impact from time to time. The following are some important tools of Public Relations- Publicity Media :Print media, Radio and other audio media, Television, Films , Video, New media; Oral Communication: Meetings, Speeches, Group, Discussions; Publications: House Journal, Diaries, Calendars, News Letters, Annual Reports, Photographs, Pictorial Albums, Books, Booklets, Pamphlets, Brochures, Leaflets; Direct mail, Outdoor advertising, Indoor advertising; Press Conference, Press Briefing, Press Tours, Exhibition, Open house, Cultural events, Special events etc.



12.8 FURTHER READING

1. Applied Public Relations and Communication by KR Balan, Publisher: Sultan Chand & Sons, Delhi.
2. Public Relations - An Introduction By Shirley Harrison, Thomson, UK

12.9 ANSWERS TO CHECK YOUR PROGRESS

Ans. to Q. No.1: PR tools are basically some channels by which we can disseminate information and maintain good Public Relations with the publics.

Ans. to Q. No.2: Give the right answers of the following-

a. Advertising is a tool of PR. Yes

b. Internet is a medium under new media. Yes

c. Public Relation is not a link between the management and its various public. No

Ans. to Q. No.3: A house journal is a publication, issued periodically by an organization or agency to provide information to a particular audience. A house journal may be issued externally or it may take the form of an in-house journal, used to aid the internal communication process.

Ans. to Q. No.4: There are basically three types of House journals. These are -

i) Internal House Journal

ii) External House Journal

iii) The Trade Journal

Ans. to Q. No.5: The trade journals disseminate information about the trade, equipment of an organization or technical progress.

Ans. to Q. No.6: A book is a collection of printed sheets fastened together and bound. But a booklet is a small book, with a few pages.

Ans. to Q. No.7: An album is a book of blank sheets in which autographs, cuttings, photographs etc. are inserted.

Ans. to Q. No.8: A journal is a publication brought out at regular intervals.

Ans. to Q. No.9: The following are the two methods of oral communication-

a) Meetings

b) Speeches

Ans. to Q. No.10: Bulletin boards are also known as pin boards or notice boards. A bulletin board is a place where people can leave public messages, for example, to advertise things to buy or sell, announce events, or provide information.

Ans. to Q. No.11: To build rapport with the community, we can organize an Open House or Open Day in the organization.

Ans. to Q. No.12: A magazine is a periodical publication, generally consisting of sheets of paper folded in half and stapled at fold.

Ans. to Q. No.13: The three stages of audio visual production are - pre production, production and post production.

Ans. to Q. No.14: To organize a public meeting the following points should be noted-

a) A convenient place and a time suitable to the audience should be selected.

b) Advance publicity through the press and other media is useful.

c) The P.R.O. must maintain a panel of speakers whom he can invite to address meetings.

d) The programme in the order of events should be typed and placed on the table for conducting the meeting.



12.10 MODEL QUESTIONS

A. Very Short Questions :

Q.1: What is an Open House ?

Q.2: What is a pictorial album ?

B. Short Questions : (Answer each question within 150 words)

Q.1: Write short notes on -

a) Video magazine

b) Pictorial album

c) Bulletin board

C. Long Questions : (Answer each question within 300-500 words)

Q.1: What do you mean by the tools of Public Relations? Discuss the various tools with some examples.

Q.2: How would you publish a house journal for your organization?

Q.3: Enumerate the various publications of a PR department. How calendars and diaries can make a rapport with the publics of an organization?

*****

UNIT - 13 : METHODS OF PUBLIC RELATIONS

UNIT STRUCTURE

13.1 Learning Objectives

13.2 Introduction

13.3 Organizing Press Conference

- 13.3.1 How to organize a Press Conference
- 13.3.2 Differences between Press Meet and Meet the Press
- 13.3.3 Press Briefings
- 13.3.4 Press Tours

13.4 Releases and Written Materials to Media

- 13.4.1 Press Release
- 13.4.2 Backgrounder
- 13.4.3 Rejoinders

13.5 Let Us Sum Up

13.6 Further Reading

13.7 Answers to Check Your Progress

13.8 Model Questions

13.1 LEARNING OBJECTIVES

After going through this unit you will be able to -

- explain how to organize a press conference
- trace the differences between Press Meet and Meet the Press
- discuss press briefing
- explain how to organize and manage a press tour
- explain the rules and regulations for writing a press release
- illustrate the concept of backgrounder and rejoinder.

13.2 INTRODUCTION

In the previous unit we have discussed one of the important parts of PR, i.e. the PR tools and analyzed house journal, book, periodical, poster,

folder etc. as publications, oral communication and also bulletin boards, open house, video magazines etc. In this unit we are going to consider some important methods of PR, which are used for developing media relations by the organization.

A press conference is a media event in which an organization, interested to publicize an issue or to make news, invites journalists of different media to disseminate the information and ask questions on the issue. There are two main reasons for organizing a press conference. One is that a newsmaker who gets many questions from reporters can answer them all at once rather than answering so many phone calls. Another is that someone can try to attract news coverage for something that was not of interest to journalists before. Also it is a cost effective tool for disseminating information.

Effective media relation is one of the prime tasks in PR practices. It is basically, those activities that involve working directly with persons responsible for the editorial (news and features), public service and sponsored programming products of mass media. Media relation is the linkage between the media personalities and the organization in getting a favorable, timely, and widespread media coverage. We shall trace the various methods to build a good media relation in this unit. In the last unit, i.e. Unit-7, we will consider the status of Public Relations in central and state government as well as in the public sector undertakings.

13.3 ORGANIZING PRESS CONFERENCES

Organizing a press conference has become an accepted means of issuing information to the press. A press conference should not be called merely to handout a development or information, which could be, covered equally well by a press release. The main justification for organizing a press conference is that the subject on the issue is an important one, which requires some clarifications or important information and the management of an organization can share ideas

and answer or explain a plenty of questions from the journalists present.

A press conference is never held as a routine affair. It should be held to announce major policy decisions and important message of a organization.



LET US KNOW

A press conference is a voluntary presentation of information to the media. In a press conference, a PR practitioner decides on the information and how it should be presented and who will present it. It is an opportunity to get the story on TV, radio or in the news papers. To hold a press conference a PR practitioner contacts the media, chooses the time and place, makes a presentation and responds to reporters' questions.

The invitees to the government press conference are normally all accredited correspondents including foreign correspondents, accredited cameramen and representatives from Radio and TV, etc. In case of a private organization all correspondents who normally cover the organization are invited to the press conference. Official invitees to the press conference are generally minimum in number. The information officer or public relations officer first briefs the speaker in advance about the correspondents and the nature of questions likely to be asked as well as the subject matter so that the executive can start and discuss subject wise. Before the press conference begins, they should also give a proper but brief introduction of the speaker and the subject. Invitations to the press conference are sent well in advance indicating the date, day, time, subject and venue of the conference. The name of the person holding the press conference and his designation are usually mentioned there.

13.3.1 How to organize a Press Conference

It is better to organize a press conference in the forenoon or early afternoon in order to catch the next day editions of newspapers. In case of important press conference it is necessary

to tape-record the proceedings. Discussion on individual and personal cases should be avoided. Generally not more than four to six questions are to be allowed on any one aspect of the subject.

It is necessary to prepare a comprehensive press media note on the subject of the press conference and to distribute it a little before the press conference is scheduled to start. This will help in many ways, particularly in the time of rechecking facts and statistics.

Tea, snacks or light refreshment can be served just after the formal conference is over. The press conference arrangements should be properly organized. Transport can be provided both ways, if the press conference is held at a distance or out of the prime place of the city or town. Equal treatment should be given to all newspapers and audio visual media representatives.

Actually, a press conference provides an opportunity to the organization to communicate directly with representatives of the press. On rare occasions, Public Relations directors arrange press conferences. Its purpose is to obtain publicity in connection with some vitally important news, such as the introduction of a new product, settlement of a labor dispute, change in management, plant expansion, corporate reorganization, and accidents or disaster. A press conference should not be called unless the importance of the news clearly indicates doing so, and then it should be so timed that the news will secure the widest coverage. The president and representatives of management should be present to make the announcement and answer the reporters' questions.

Various factors regarding the Press conference :

1. Timing : Ideal timing is forenoon from 11 am to 11.30 am. Or afternoon from 2 pm to 3.30 pm.
2. Initiative : The date of the Press conference should be fixed 7 to10 days before (except emergency).
3. Invitation : Media relation is very important. That's why

invitation letters should be sent to all the nearby media, followed by phone calls.

4. Arrangement : Room arrangements, seating arrangements, sound system checking etc will be the main concern of the PR job.
5. Introduction : In the news conference PRO introduces the chairman & other guests seating on the dais.
6. Press Kit : Distribution of press release, the brief speeches of the concerned guests & speakers, relevant facts & figures regarding the matter of press conference, relevant photographs, a notebook and a pen (if possible) in a very impressive envelop or folder.
7. Situation handling : PRO sometimes may have to faces counter questions from the press.
8. Refreshment : Arrangement of gifts, and light refreshment like tea, coffee, & snacks to be served timely. Some press conference are also followed by lunch.
9. Follow up : The day after the Press conference the PRO should thanks the media over phone for carrying the news & also thode who didn't carry the news for attending the press conference.

13.3.2 Difference between Press Meet and Meet the Press

Already we have discussed press conference, which is also popularly known as press meet. It is basically a meeting to which journalists are invited to hear about a new product or for getting new information about an organization.

On the other hand, some time because of the paucity of time, the media houses including the profit press and electronic media may invite a person of repute in any field for an interact. Here, unlike the organizing style of a press meet, an individual or any body representing

an organization is invited by the media to a press club or at any other suitable venue. In a Meet the Press, the guest invited by the media addresses the journalists of different print and electronic media and after concluding his formal address, the journalists can interact with him, but unlike a Press Meet the addressee is not bound to answer each and every question of the journalists.

13.3.3 Press Briefings

The intention of a Press Briefing is to enhance and reinforce the conventional written publicity material. It is an opportunity to highlight certain events and also to clarify the complicated issues to the press representatives through questions and answers. Sometimes better results are achieved in a face-to-face discussion with the correspondents rather than giving information to them through written publicity material. To get the best results out of oral briefings, it is necessary that these should be organized in a methodical manner. Every care has to be taken as to when and how to give the press briefing. The oral briefings are of mainly two types.

Querries from Press Representatives

A press correspondent can put a querry on any aspect of the working of government department or of organization. Such queries are treated as confidential and the replies are to be given only to the press representative concerned on an exclusive basis. The confidence of the correspondent should be respected. The querry should be noted down and the officially relevant correct answers should be noted. The press correspondent should be replied without much delay and with as many details as possible.

The answering of querries from the press representatives helps in checking the correspondents who rely on unofficial and unreliable sources or on gossip. Also, in the garb of querry the Public Relations personnel can plant a story on exclusive basis in a paper. However, stories of general public interest should not be given to the correspondent.

Special Press Briefings

Press Briefings are arranged for specially accredited correspondents taking interest in a particular subject field. The purpose is to explain the background of a happening, not necessarily for the purpose of its being used as a news story. In these briefings all accredited correspondents are not invited. These briefings are in the nature of special briefings on a particular subject.

Besides the ministers and secretaries, these briefings are also organized for senior officials for giving detailed information and elucidation on complicated matters. The officials should not remain too much silent and guarded in replying inconvenient questions as that will defeat the very purpose of such briefings. Separate Press Briefings are sometimes conducted for foreign correspondents on important aspects of national development.

13.3.4 Press Tours

Like organizing a press conference, press tour, which is also known as media tour, is an important and fruitful method of Public Relations to establish and improve media relations. Some new products or new services can be successfully publicized with a press tour. On a press tour a Public Relations Officer or a representative of the PR department of an organization travels with the journalists to introduce a new product or service.

A different type of press tour is the book tour, where an author travels to various parts of the country to promote a newly released book. This tour may include personal appearances in connection with special events, such as public appearances, speaking engagements or autograph signing opportunities etc.

In press tours much of the exercise is similar to organizing a press conference. More elaborate arrangements are required which may involve transporting the press party for a long distance. The occasion could be a landmark achieved in the commissioning of a project or a crisis situation like an accident. Both occasions need careful planning

and organization. While inviting a reporter to join the press tour, it is always advisable to write to the editors or bureau chiefs of different newspapers. In normal circumstances, sufficient notice must be given, because the concerned reporter may have to be spared for a number of days from his usual work and may have to be away from his workplace.

A Public Relations person, should consider to the following points before organizing a press tour:

- He/she should prepare the list of the journalists
- He/she should arrange suitable travel facilities
- He/she should arrange comfortable accommodation at the site
- He/she should brief the journalists at the site describing all the necessary information related to the subject.
- He/she should brief the background information
- He/she should take care of good hospitality for the media persons
- He/she should arrange an entertainment programme at the site, if possible

It is necessary that a responsible representative of the organization should accompany the journalists of different media. After coming back to the station, the representative of the organization should formally offer thanks to the journalists and he should keep a regular contact with them to establish good media relations. Here we can site an example of a press tour. Whenever our Prime Minister or The President visits a foreign country to discuss an important issue or to deal with new policies, then the govt. arranges a press tour and invites the journalists to accompany the country representative to cover the story.



CHECK YOUR PROGRESS

Q.1: What do you mean by a Press Conference?

_____

_____

Q.2: What is a press kit?

_____

_____



ACTIVITY 13.1

If you are a member of a club, or any other society of your locality, try to organize a press conference to publicize the activities of your club.

_____

_____

_____

13.4 RELEASES AND WRITTEN MATERIAL TO MEDIA

13.4.1 Press Release

A press release is a written statement of an organisation distributed to the media. It is a fundamental tool of Public Relations. Press releases are usually sent via newswire service (such as PR Newswire or Business Wire) to media outlets, where journalists may pick them up and use them as they see fit.

The text of a release is usually written as a news story with an eye-catching headline and text written in standard journalistic style with inverted pyramid structure. This style of news writing makes it easier for reporters to quickly grasp the message.

Some journalists believe that to copy from a press release

may be unethical -- they believe it is a lapse of good judgment. Ethical reporters prefer to try soliciting an individual quote from the speaker before filing their story. Public Relations professionals believe that press releases and other collateral material aid a journalist's job.

Since press releases reflect the organization's preferred interpretation or positive packaging of a story, journalists are often skeptical about their contents. The level of skepticism depends on what the story is and who's telling it. Newsrooms receive so many press releases that, unless it is a story that the media are already paying attention to, a press release alone often isn't enough to catch a journalist's attention.

With the advent of modern media and new technology, press releases are to be found in the form of video news releases and audio news releases.

The workhorse of Public Relations, the press release, was invented in the late 1800s. Written in the form of a conventional news story, a release presents the point of view of the organization that disseminates it. Newspaper editors and reporters often use facts, quotes and other information from releases to amplify their stories or support their accuracy and credibility. Press leases were first used by the big railroads, although they rapidly became the norm in all corporations and large organizations, both for profit and nonprofit. Early in the 20th century, Ohio Bell Telephone discovered that if it handed out "canned" news in this form, newspaper reporters would stop going to telephone rate hearings to get the information in person, thereby minimizing uncomfortable inquiries about the rates and related matters. More often, releases were used, and continue to be used, to attract the media to attend press briefings or to request follow-up interviews. Initially it was considered a form of advertising because of their self-serving content. Releases quickly became accepted for what they are today - a free source of news and information that can be used by media. The traditional format (one or two pages of double-

spaced text with standardized spelling and punctuation) was developed to satisfy the needs of editors for space in which to edit the text, and typesetters who required certain kinds of editorial markings in order to follow the flow of individual pages while typesetting the text. With more and more releases distributed via e-mail and more and more print media moving to digital printing, the format of press releases has become far less important for recipients. Many public relations practitioners also disseminate their releases far beyond the media to key audiences such as employees and investors who are as interested as the media in what the organizations they support are doing.

The usual way of issuing information to the press is by writing a press release. A press release is an official, authorized statement about the policies and activities of an organization. As the company or the government has to stand by it, the press release must be factual, and correct and must project the policy clearly and without ambiguity. It should leave no scope for misreporting. This is then sent by post or by hand to various newspapers and periodicals as well as to radio and television news offices. It is also communicated to the news agencies, who have direct tele-printer contact with the main newspaper offices in the country, The news agencies edit the release and do not send it out in its entirety. So it is always worthwhile sending out the full release as widely as possible. The PRO should give adequate information on all points of public interest. If he examines the material critically from the viewpoint of a press reporter and the public, he will immediately discover certain areas where further light or clarification is necessary.

The press release should be written in journalistic style. It should follow the principles of news reporting. The introduction or the 'lead' should be in a summary format. It should answer the five W's and one H as in a news story. The second and the subsequent

paragraphs should elucidate and elaborate the points. It should provide facts or information of interest to the readers and should attempt to cover all the aspects of a specific subject.

The release should not generally be lengthy. It should be concise and to the point. The release is a piece of clear writing without any ambiguity, without any effort towards colour or ornamentation. As far as possible each story should be complete in itself. Public memory is short and people are not likely to remember what had been said on the subject a couple of months ago, or even the previous fortnight. Moreover, repetitive publicity is the essence of selling an idea.

It should have a consistent format. Generally, the name of the agency from where the release emanates is given on the top. The date and place are indicated on the top right side. The release should have a title or subtitle also, if necessary. In the case of releases from non-official organizations, it is desirable also to mention the designation of the person issuing the release and his telephone number.



LET US KNOW

Scott Lorenz, the President of Westwind Communications, an America based public relations and marketing firm gives a few reasons for use of press release –1. Announce a new service. 2. Announce a new product.3. Tie in with a national holiday, a birthday or anniversary. 4. Report a new study of your own and your analysis or forecast. 5. Tie in with a controversy by commenting on it. 6. Co-op an event with the media. 7. Utilize a national survey or study to your benefit. 8. Announce your exhibit at a trade show or convention. 9. Commission a survey and report the results.10. Write a white paper and announce its availability at your web site. 11. Create and promote a special event. 12. Use a current news event to frame your release.13. Host a seminar and announce the information discussed.14. Announce an upcoming speaking engagement.15. Schedule a speaking engagement at the local library… for free. 16. Make reprints of speeches

available at your website.17. Create a contest and offer a prize that's newsworthy.18. Pricing and policy changes. 19. Patents and trademarks. 20. Litigation won. 21. Announce the results of a new study. 22. The number of hours your employees donate volunteering in your community.23. Involvement in various community events and activities.24. Innovative use for your products. 25. First person stories about people using your product or services. 26. New clients you've obtained.27. New testimonials. 28. Celebrities that use your product or service.29. Financial projections and forecasts. 30. Announce a public appearance. 31. Appointments by government officials to offices.32. Retirement of well respected and revered employees.33. Recognition of long-time employees with 25 years of service or more.34. Internal promotion of key staff members.35. Send a letter to the editor and CC the media and your audience, "in case they miss it." 36. New members of important committees. 37. Results of an election. 38. The passage of an important resolution. 39. Anniversary of the founding date of the organization or company.40. Charitable donations by your organization.

41. ISO 9001certification of your company.42. New awards won.43. Association membership.44. Publicly release a letter from a soldier or someone with poignant thoughts.45. Report on a public project and offer insight to the problem. 46. Protest an activity or issue.47. The sponsorship of a community event.48. How to apply for internships in your company. 49. How to apply for scholarships offered by your company.50. Open house where people can tour your plant, office etc. 51. Create an award to honor individuals in the community. 52. The appearance in front of a public entity, i.e., testimony before the US Senate.53. Host a public debate. 54. Announce a fact finding trip and then report your findings.55. Host a celebrity event and tie in your company.

We often confused some important government or other organizations release with the general press releases. The highest authority of an organization, especially a government, usually sends the following categories of news releases –

1. Press Communiqués
2. Press notes
3. Handouts
4. Unofficial stories or unofficial handouts.

1. Press Communiqués

Press communiqués are issued when some important government decisions or announcements are made, such as cabinet appointments, conclusion of the foreign dignitaries' visits, etc. The press communiqué has formal character. It carries the name of the ministry or department, place and date at the bottom left hand corner of the release. Generally, the press is expected to reproduce the press communiqué without any substantial change. No heading or sub-heading is given on press communiqués.

2. Press notes

Press notes are less formal in character. They are issued on important matters. They also carry the name of the ministry/department and the place at the bottom left hand corners. Headings or sub-headings are given in press notes.

3. Handouts

Handouts are issued on a variety of subjects and on day-to-day activities of the ministry/department, VIP speeches, questions and answers in Parliaments etc. The handout is a less formal type of release and not issued under the government's formal authority. It bears the name of the PIB or other releasing agency on the top without any mention of the ministry/department to which the release pertains. The place and date are indicated on top at the right hand side. One of the most important common categories of handouts relate to the speeches of ministers or other high officials. The handout is released only when the speech is connected with governmental activity. No official handout is issued if the minister has spoken in his personal capacity as a member of a political organization. The speech when released to the press in the form of handout is summarized and properly edited. Formal, introductory and concluding remarks are omitted and redundant and repetitive materials are taken out. A proper title and

sub-title are given. The full text of the speech is not released unless the subject is of very great importance.

4. Unofficial stories or unofficial handouts.

Unofficial handouts are issued on the subject where the government would not like to assume official responsibility in the matter but feels that there may be positive advantages in making information public unofficially. These handouts are supplements to oral briefings. The unofficial handouts do not have the imprint of the PIB or of other releasing agencies. The date and place are indicated at bottom left hand comer.

Timing of releases is very important. All releases should so far as possible reach the desk by 6 to 7 p. m. The PRO should finalize the release at least one hour in advance of the official delivery time.

Writing a Press Release:

Press releases are broadly catagoriesed into the followng types -

a) general news releases
b) event releases
c) product press releases
d) social media press releases

The writing style of the press releases is common. This helps journalists to separate press releases from other PR communication methods, such as pitch letters or **media advisories**. Some of these common structural elements include:

Headline - used to grab the attention of journalists and briefly summarize the news.

Dateline - contains the release date and usually the originating city of the press release.

Introduction - first paragraph in a press release, that generally gives basic answers to the questions of who, what, when, where and why.

Body - further explanation, statistics, background, or other details relevant to the news.

Media Contact Information - name, phone number, email address, mailing address, or other contact information for the PR or other media relations contact person. The following is an example of a press release issued by the Rashtrapati Bhavan.



Press Release

PRESIDENT CALLS UPON IAS PROBATIONERS TO ADMINISTER WITH A HUMANE TOUCH

09-05-2008 : Rashtrapati Bhavan, New Delhi

The President, Smt. Pratibha Devisingh Patil, while addressing the IAS probationers of the 2007 batch who called on her at Rashtrapati Bhavan today, said that they should administer with a humane touch and implement schemes in their true spirit. The President said that as the heads of their districts in the early phase of their career, they should not only make use of the law and the power at their disposal but also deal with the people with a humane touch.

HEAD LINE

DATE LINE

Describing the officers as 'blessed ones', as they had had the benefit of good education and now being selected for this elite service, the President said they should use their education and training for the betterment of the people and to be their friend, philosopher and guide. Referring to India's rapid development with an average GDP growth rate of 9 percent, Smt. Patil emphasized on the requirement of an inclusive growth and emphasis on the importance of education in a "knowledge economy".

INTRODUCTION

The President also speaking about the social evils in society such as child marriage, female foeticide and dowry, urged the young officers to play an active role in implementation of laws and schemes so that such evils would slowly disappear. Smt. Patil also strongly encouraged the officers to play a pro-active role in helping in the empowerment of the first generation of women stepping into Panchayati Raj Institutions.

BODY

13.4.2 Backgrounder

The backgrounder is defined in the dictionaries as a summary of pertinent information and facts about the subject or about the

organization at hand, which is provided to the media especially when dealing with a complex issue. The term is also described as a press conference or interview in which a government official explains to the reporters about the background of an action or policy.

Basically, a backgrounder provides the background information about the organization and its achievements, success stories, various activities etc. with a brief history. It is necessary to distribute it at a press conference along with the press release to inform the journalists about the activities of the organization. It also helps a journalist to prepare a comprehensive report on the organization.

13.4.3 Rejoinders / Clarification

PR persons may sometimes be forced to be the front men in some public disputes. The very simple reason is that by issuing rejoinders or clarification, reports or denials, the Public Relations person unwittingly gives Public Relations mileage.

Actually, sometimes some newspapers may publish some news, which may be against an organization. This news may harm in the image building process of the organization or it may reduce the public's confidence in the reputation of the organization. In that case the PR department of the organization should think about it and should issue clarification to the concerned newspaper/s. This is popularly known as a rejoinder. The rejoinder is the opportunity for the PR department to address constructively and positively the comments and criticisms made by an individual or an assessor. A rejoinder can effectively counter the criticism/s raised in the reports, which can show the way to the concerned individual or the assessor and it can also help build a favourable image of the organisation again before the readers of the newspapers.



CHECK YOUR PROGRESS

Q.3: What do you mean by a press release?

_____

_____

Q.4: How and why press communiqués are issued?

_____

_____

Q.5: What is the main difference between Press Notes and Handouts?

_____

_____



ACTIVITY 13.2

Write a Press release with a backgrounder for the organization with which you are associated any organization of your choice.

_____

_____

_____



13.5 LET US SUM UP

A press conference is a media event in which an organization, which is interested to publicize an issue or to make news, invites journalists to disseminate the information and ask questions to clarify doubts etc. on the issue. In press tours or facility visits much of the exercise is similar to organizing a press conference. Open house is an important tool to build rapport with the community/neighborhood where the plant is located.

A press release is a written statement distributed to the media. It is an important tool of Public Relations. Press communiqués, press notes, handouts, backgrounder, and rejoinders are some other important tools of Public

Relations.



13.6 FURTHER READING

1. Public Relations by H F Moore and F B Kalupa, publisher: Surjeet Publication, Delhi.
2. Practical Public Relations by Sam Black, Universal Book Stall, Delhi.
3. PR & Media Relations By Dr. G. C. Banik, Jaico, Delhi.



13.7 ANSWERS TO CHECK YOUR PROGRESS

Ans. to Q. No.1: A press conference is a media event in which an organization, interested to publicize an issue or to make news, invites journalists to disseminate the information.

Ans. to Q. No.2: A press kit is an assortment of some background materials like fact sheets, news release, text of the statement, and visual materials, photographs etc. It can help reporters to create and produce their stories.

Ans. to Q. No.3: Open house is an important tool to build rapport with the community/neighborhood where the organization is located. It is also a widely employed way of building pride and morale among the employees as well as the other publics.

Ans. to Q. No.4: A press release is a written statement distributed to the media. It is a fundamental tool of Public Relations.

Ans. to Q. No.5: Press communiqués are issued when some important government decisions or announcements are made such as cabinet appointments, conclusion of the foreign dignitaries visits, etc.

Ans. to Q. No.6: Press notes are less formal in character. They are issued on important matters. But the handout is a more or less formal type of release and not issued under the government's formal authority.



13.8 MODEL QUESTIONS

A. Very Short Questions :

Q.1: Why backgrounder is important in PR?

Q.2: What do you mean by rejoinders?

B. Short Questions : (Answer each question within 150 words)

Q.1: Discuss the role of PR at the time of an accident in an organization?

Q.2: What are the things to be kept in mind when you are writing a Press Release?

Q.3: Write a brief note on the importance of Press Conference. How will you organize a press conference?

C. Long Questions : (Answer each question within 300-500 words)

Q.4: What are the differences between press conference and press meet?

Q.5: Write a press release on an event of your choice. What is the writing style of a press release?

*****

UNIT - 14 : GOVERNMENT PUBLIC RELATIONS

UNIT STRUCTURE

14.1 Learning Objectives
14.2 Introduction
14.3 PR in Central Govt.
14.4 PR in State Govt.
14.5 PR in Public Sector Undertakings
14.6 Let Us Sum Up
14.7 Further Reading
14.8 Answers to Check Your Progress
14.9 Model Questions

14.1 LEARNING OBJECTIVES

After going through this unit you will be able to -

- discuss the various PR organizations and departments under the central govt
- analyze the functions of PR departments in state govt
- explain the duties and responsibilities of Public Relations departments in public sector undertaking.

14.2 INTRODUCTION

By now you must already be familiar with various tools and methods deployed for the Public Relations strategy. In this last unit of paper - 4 we will try to explain you a highly important aspect of Public Relations, i.e. PR in central and state govt.

PR is a management tool, which is broadly utilized to manage the important tasks of an organization. Public Relations activities in the modern world help individuals and organizations to build prestige, to promote products and to win hearts. As we all know, government is

also an organization. We can call it the biggest organization of a state. So their publics are the citizens of the country. All the neighboring countries are external publics. So there is an important ministry or department for Public Relations in a govt.

This unit concentrates on the activities of various departments under the Ministry of Information and Broadcasting, Govt. of India, Janasanjog, the directorate of Information and Public Relations of Govt. of Assam and the nature of PR in public sector undertaking organizations.

14.3 PR IN CENTRAL GOVERNMENT



As we have discussed in the earlier units, now a days, 'Public Relations' is one of the important management functions in all organizations, from Government to the private sectors. So Govt. of India also has a separate Ministry to disseminate various information regarding the policies and programmes of the Govt. The Ministry of Information & Broadcasting, through the various communication media, which includes radio, television, films, the press, publications, advertising and traditional form of communication plays a significant role in helping the people to have access to a free flow of information. It also performs the responsibility of dissemination of knowledge and entertainment to all sections of the society with a careful balance between public interest and commercial needs.

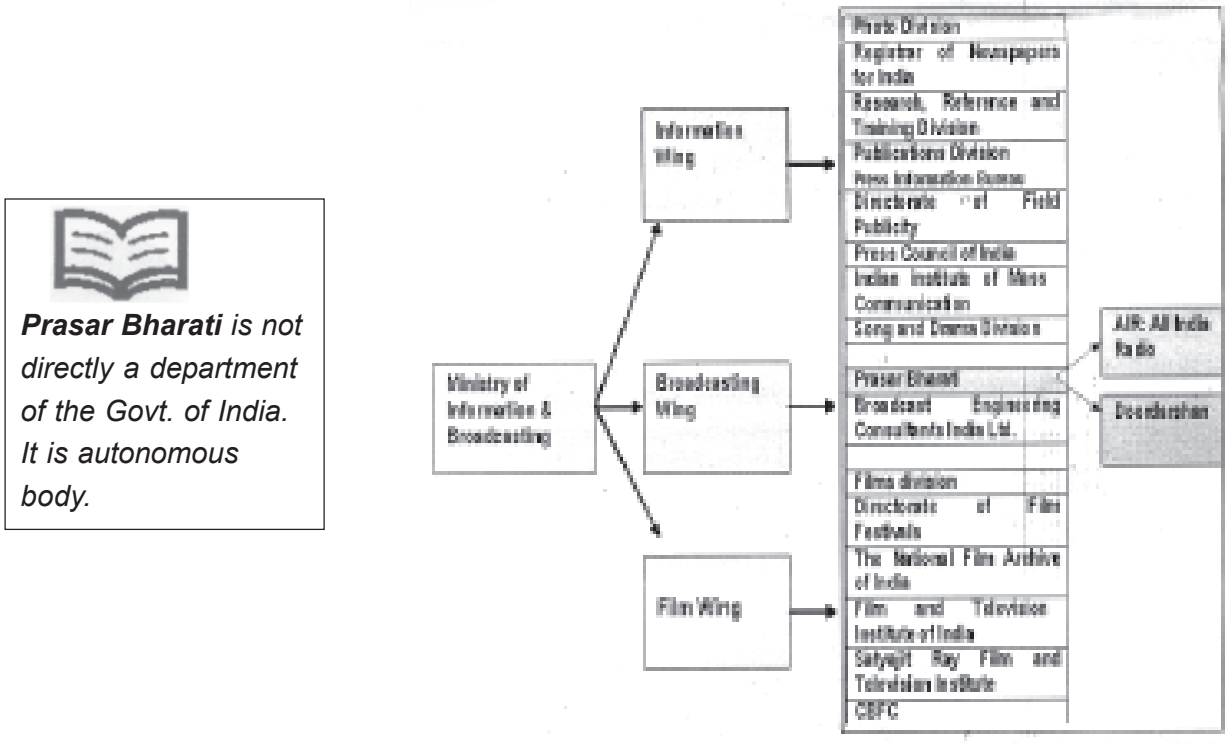
The mandates of the Ministry of Information & Broadcasting are:

- News Services through All India Radio (AIR) and Doordarshan (DD).
- Development of broadcasting and television.
- Production, Import and export of films.
- Development and promotion of film industry.
- Organisation of film festivals and cultural exchanges for the purpose.
- Handling Advertisements and visual publicity on behalf of the Government of India.
- Handling of press relations to present the policies of Government of India and to get feed-back on the Govt. policies.
- Administration of the Press and Registration of Books Act, 1867 in

respect of newspapers.

- Dissemination of information about India within and outside the country through publications on matters of national importance.
- Research, Reference and Training to assist the media units of the Ministry to meet their responsibilities.
- Use of interpersonal communication and traditional folk art forms for information/ publicity campaigns on public interest issues.
- International co-operation in the field of information & mass media.

The Ministry of Information and Broadcasting has its different departments under three principal wings to establish and maintain a good relation with the citizens of the country. The organizational structure of the Ministry is as follows-



***Prasar Bharati** is not directly a department of the Govt. of India. It is autonomous body.*

Organizational Structure of the Ministry Of Information and Broadcasting, Govt. of India.

Now let us discuss various functions and duties of these departments under the ministry–

14.3.1 Photo Division

Photo Division is the biggest production unit of its kind in the country in the field of photography. The Division provides photographs to different media units of the Ministry of Information and Broadcasting and other media units of the Central and the State Governments. The Division also supplies on payment, photographs and transparencies to the general public. Photo Division has switched over to digital mode of photo transmission. The Division has four regional offices at Mumbai, Chennai, Kolkata and Guwahati and its Headquarter is in Delhi.

Registrar of Newspapers for India

The Office of the Registrar of Newspapers for India, popularly known as RNI came into existence on 1st July, 1956, on the recommendation of the first Press Commission in 1953 and by amending the Press and Registration of Books Act (PRB Act) 1867. The Press and Registration of Books Act contains the duties and functions of the RNI. The prime task of the RNI is the verification and allotment of the titles of the newspapers; it registers the Indian newspapers and facilitates them by supplying the **newsprints**.



Newsprint:
The paper on which the newspaper is printed. The term is used chiefly to refer to the wood pulp paper which was first used in 1867 and which became standard by the 1890's.

Research, Reference and Training Division

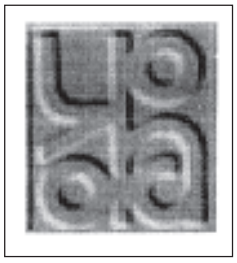
Research, Reference and Training Division (RR&TD) serves as an information bank and reference centre to provide information to different media units in their porgramming and publicity campaigning work. The Division also provides research back - up on important policies, issues, events and developments in the field of mass media. The Division compiles two annual reference works entitled 'India - A Reference Annual', an authentic work of reference on India, and 'Mass Media in India', a comprehensive publication on Mass Communication in the country.

Press Information Bureau

The Press Information Bureau (PIB) is the nodal agency of the Government of India to disseminate information to different print and electronic media on the various policies and programmes of the Central

government. It is basically a news agency like UNI or PTI. But the difference is that it is a Govt. organization and the service provided by the PIB is purely free of cost. It also provides the news services in different languages and dialects. The organization is headed by the Principal Information Officer. There are 8 regional offices and 35 branch offices for disseminating of news. The Bureau at the headquarters has a team of officers attached to various Ministries and Departments for the purpose of assisting them in the management of the media and Public Relations. The PIB acts as an interface between the Government and the media. The Information Officers serve as official spokes person for the Government. They also provide feedback to their assigned Ministries / Departments on people's reactions being reflected in the media towards Government policies and programmes.

The information material released by the Bureau in Hindi, English, Urdu and other regional languages, reaches to over 8408 newspapers and media organizations. PIB is connected to 29 Regional Centres by video conferencing system. It provides accreditation facility to media persons so as to make easy access to information from the Government sources.



Publications Division

Publications Division (PD) is one of the leading publishing houses of the country and the largest in public sector. It is engaged in publications of books of different categories about the nation on various spheres of activity to facilitate the task of national integration by promoting greater awareness and understanding of the different regions and of the people adhering to various faiths and beliefs. It publishes and sells books and journals at affordable prices. Some of the important journals published by the Division include Yojana, Kurukshetra, Employment News and Aajkal etc.

It has so far published more than 7500 titles. Besides books, the Publications Division brings out 21 Journals on issues of national importance and social purposefulness. The Division has entered in the field of e-publishing through its Multi-Media Interactive CD project. It aims at projecting the varied cultural opulence of India among the new-media friendly generation in India and abroad.

Directorate of Field Publicity

The Directorate of Field Publicity (DFP) started functioning with 32 Field Publicity Units and 4 Regional Offices in 1953 as Five Year Plan Publicity Organization. It was renamed as Directorate of Field Publicity in 1959, and within a few years some other Field Publicity Units and Regional Offices were opened. There are presently 22 Regional Offices and 246 Field Publicity Units which are doing extensive publicity coverage in rural areas. The reach of the Directorate is quite extensive and the effort is to reach even the remotest and most inaccessible villages by the Field Publicity Units.



The Field Publicity Units use a variety of publicity techniques such as film shows, song and drama, photo exhibitions, group discussions, seminars, symposia, rallies and various competitions like debates, drawing, rural sports etc. All these programmes are targeted specially for the welfare of the people and to educate the masses, particularly those living in the rural and tribal areas.

Press Council of India

Press Council of India (PCI) is a statutory autonomous body established for the purpose of preserving the freedom of the press, and for maintaining and improving the standard of newspapers and news agencies in India. The Council is headed by a Chairman, who is nominated by a Committee consisting of Chairman of Rajya Sabha, the Speaker of the Lok Sabha, and a person elected from amongst the members of the Press Council. Majority of the members of the Council belong to the journalistic fraternity. Three of them are nominated, one each by the University Grants Commission, Bar Council of India and Sahitya Akademi. Five Members are the Members of the Parliament of whom two are nominated from Rajya Sabha and three from the Lok Sabha. The Press Council deliberates on



the complaints received either by the press or against the press.

Indian institute of Mass Communication

Indian institute of Mass Communication (IIMC) is run by an autonomous Society under the Ministry of Information and Broadcasting and was set up with the objective of providing training to the information and publicity personnel of Central and State Governments, organize training and research in the use and development of Mass Communication, make available facilities for training and research to meet the information and publicity needs of the public and private sector industries.

The Institute conducts training programmes for Group "A" and group "B" officers of Indian Information Service and Broadcast Journalism Course for personnel of AIR and Doordarshan. Apart from this, the Institute conducts nine month's Post-graduate diploma courses in Journalism (English & Hindi); Advertising and Public Relations and Radio & TV Journalism and Hindi Journalism at New Delhi. It also organises short term courses for media person and PR personnel for various other countries.

Song and Drama Division

Song and Drama Division (S&DD) was set up to tap the abundant folk and traditional means of communication for the purpose of creating awareness among the people about various national programmes especially in rural areas. The Division has its headquarters at New Delhi and has 12 Regional centers in various parts of the country. The Division utilizes a wide range of performing arts such as drama, dance-drama, puppet shows, folk recitals, folk and tribal plays, sound and light programmes etc., to effectively put across various messages on themes like national integration, socio-economic schemes, tribal development projects, promotion of national integration especially in the disturbed areas of Jammu & Kashmir and North Eastern Region.

Prasar Bharati

Prasar Bharati, (the Broadcasting Corporation of India) is a statutory autonomous body established under the Prasar Bharati Act. The Board

came into existence from November 23,1997. It is the public service broadcaster of the country. The objective of public service broadcasting is to be achieved though All India Radio and Doordarshan which earlier were working as independent media units under the Ministry of I&B.



LET US KNOW

Broadcasting started in India in 1927 with two privately-owned transmitters at Mumbai and Calcutta which were taken over by the Government in 1930. These were operating under the name “Indian Broadcasting Service” until 1936 when it was given the present name “All India Radio (AIR)”. It also came to be known as “Akashwani” from 1957. Today, AIR’s network provides radio coverage to 97.3% of the population and reaches 90% of the total area. The AIR network comprises the National Channel, Regional Stations, Local Radio Stations, Vividh Bharati Centres, FM Stereo Service, External Services and North-Eastern Services.



LET US KNOW

Doordarshan, one of the largest broadcasting organizations in the world now in terms of the infrastructure of studios and transmitters, the variety of software and the vastness of the viewership, had a modest beginning. The experimental Telecast started in Delhi in September 1959 with a small transmitter and a makeshift studio and the regular daily transmission started in 1965. The TV service was extended to a second city – Mumbai only in 1972. Till 1975, only seven cities were covered by Television. Television was separated from Radio in 1976 and Doordarshan came into existence. National programme was introduced in 1982 and from then onwards, there has been steady progress in Doordarshan. Now almost 90 per cent of the population of the country can receive Doordarshan programmes through a network of nearly 1398 terrestrial transmitters. 65 Doordarshan Studios are producing TV software. Presently, Doordarshan operates 30 channels through its free to air DTH service, ‘DD-Direct Plus’.

Broadcast Engineering Consultants India Ltd.

Broadcast Engineering Consultants India Ltd. (BECIL), a profit making Government of India undertaking organization was established in March 1995. It is the premier consultancy agency and solution provider in the field of Broadcast Engineering and Information Technology. The main task of BECIL includes establishment of FM radio stations, TV channels, terrestrial TV and radio transmitters, satellite earth stations and sound reinforcement systems etc. It has spread its wings in overseas countries like Mauritius, Bhutan, Kuwait, Nepal and Afghanistan.

Films division

Films division is engaged in the production of documentaries and news based films for publicity of the Central Government programmes. The news based films and documentaries are released to various theatres throughout the country for compulsory exhibition. The Films Division also caters to the needs of the Directorate of Field Publicity.

Over the last 50 years, Films Division has been motivating the broadest spectrum of the Indian public with a view to enlisting their active participation in nation building activities. The aims and objectives of the Division focused on national perspectives, are to educate and motivate the people in the implementation of national programmes and to project the image of the land and the heritage of the country to Indian and foreign audiences. The Division also aims at fostering the growth of the documentary film movement, which is of immense significance to India in the field of national information, communication and integration.

Directorate of Film Festivals

Directorate of Film Festivals (DFF) was set up by the Government of India in 1973 to organize international and national film festivals within the country. It facilitates India's participation in the festivals organized abroad. As a vehicle of cultural exchange, DFF promotes international friendship, provides access to new trends in world cinema and generates healthy competition which help to improve the standards of Indian Cinema.

The National Film Archives of India

The National Film Archives of India (NFAI) was established as a media unit of the Ministry of information and Broadcasting in February 1964. Its three principal objectives are :

1. to trace, acquire and preserve the heritage of Indian cinema;
2. to classify, document data and undertake research relating to films;
3. to act as a centre for the dissemination of film culture.

With headquarters at Pune, NFAI has three regional offices at Bangalore, Calcutta and Thiruvananthapuram.

Film and Television Institute of India

The FTII was established in 1960 at Pune. It is an autonomous body under the Ministry of Information and Broadcasting of the Government of India. It is imparting training in film making and television programme production. Today, the FTII is considered a Centre of Excellence not only in India but also in Asia and Europe.

Satyajit Ray Film and Television Institute

The Satyajit Ray Film and Television Institute (SRFTI), Kolkata, has been set up to provide the latest education and technological experience in the art and technique of film making. The Institute was registered as a Society on 18.8.95 under the West Bengal Societies Registration Act, 1961. The Institution is an autonomous society with a Governing Council, Standing Finance Committee and an Academic Council.

National Film Development Corporation

The National Film Development Corporation (NFDC) Ltd. incorporated in 1975, was restructured in 1980 after amalgamation of the Indian Motion Picture Export Corporation (IMPEC) and Film Finance Corporation (FFC).

The main activities of the Corporation include financing and producing films with socially relevant themes, creative and artistic excellence and experimental in form; distribution and dissemination

of films through various channels. NFDC also provides essential pre-production and post-production infrastructure to the film industry in pace with the latest technology, which includes financing of theatre construction. The Corporation launched its programme of foreign co-production with the film "Gandhi" directed by Sir Richard Attenborough. It encourages the concept of low budget films which are high in quality, content and production values.



MPAA : *Motion Picture Association of America*

Central Board of Film Certification

The Central Board of Film Certification or CBFC is the regulatory film body and censor board of India. It is quite similar to the MPAA of USA. However, the rating system of the CBFC is different from that of the **MPAA**. Promotional materials and TV ads are also censored by the CBFC.

Central Board of Film certification (CBFC) with its headquarters at Mumbai is responsible for certification of the films produced in India as well as outside the country for public exhibition. The Board gives four categories of certificates; "U" for unrestricted public exhibition, "A" for public exhibition restricted to adults only, "UA" for unrestricted public exhibition with parental guidance for children below the age of 12 and "S" for exhibition to restricted audience such as doctors etc. These certificates are issued through the regional offices of the Board located at Bangalore, Calcutta, Chennai, Cuttack, Guwahati, Hyderabad, Mumbai, New Delhi and Thiruvananthapuram. Appeal against the decision of the Board lies with the Film Certification Appellate Tribunal.



CHECK YOUR PROGRESS

Q.1: What stands for the term “Prasar Bharati”?

_____

_____

Q.2: What are the mandates of the Ministry of Information and Broadcasting, Govt. of India?

_____

_____

Q.3: What are the three wings of the Ministry?

_____

_____

Q.4: RNI stands for what?

_____

_____

Q.5: Who publishes the Employment News?

_____

_____

Q.6: Write a brief note on the nomination of the members of the PCI.

_____

_____



ACTIVITY 14.1

1. Observe the Public Relations activities carried out in an office of the Govt. hospital of your locality.

_____

_____

_____

2. Watch various programmes of Doordarshan or listen to the programmes of All India Radio and try to prepare a list of programmes, which are broadcast for the PR.

_____

_____

_____

14.4 PR IN STATE GOVT

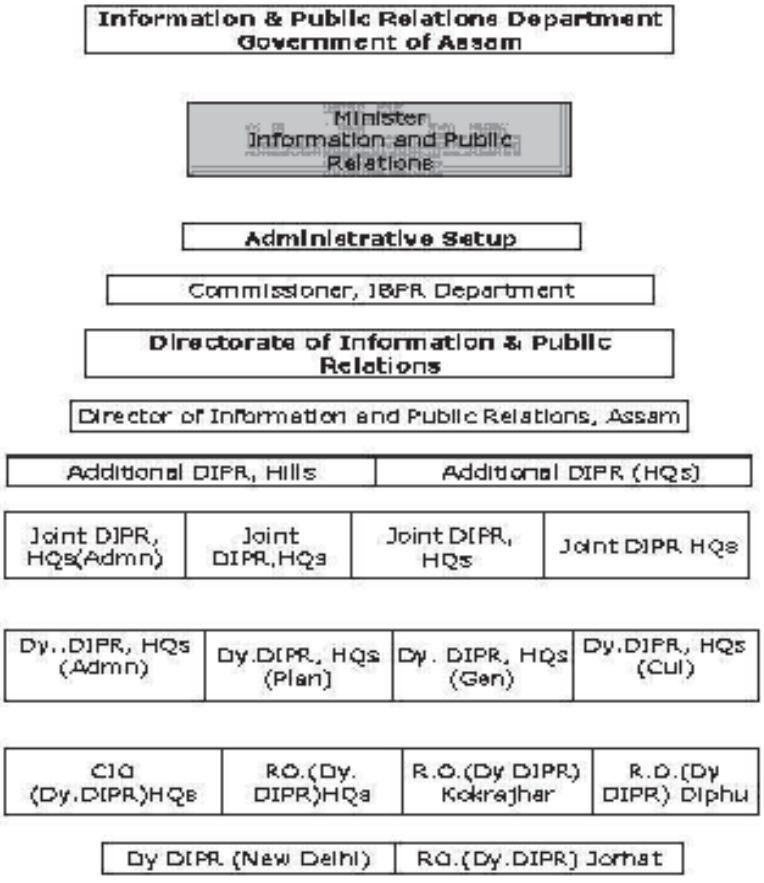
In the previous section we have discussed different wings under the Ministry of I & B, Govt. of India. Let us now discuss the activities of the PR units of State Govt. with special reference to Assam.

14.4.1 Information and Public Relations Department of the State Govt. :

Like all other Indian states and Central territories of India, Assam Govt. also disseminates various information related to the schemes, policies and programmes of the State Govt. and maintains a rapport with the publics. The Public Relations Department of Assam was established in June 1940 at Shillong, the then Capital of the State. Before independence, it was known as Publicity & Rural Development Department. The main objective behind the setting up of the department was to disseminate war propaganda in the wake of the Second World War and to bolster public morale in support of the Allied Power. The head of Publicity Department was also called Publicity Officer. He had two Asstt. Publicity Officers, one for Assam Valley and the other for Surama Valley. The first Publicity Officer of the department was an officer from Assam Civil Service - Yahia Khan Choudhury.

The department also brought out a fortnightly Journal, namely 'Bhavisyat Asom ' (The future Assam) in Assamese and Bengali. The Journal was edited by Krishna Bhuyan (Assamese edition) and Ramesh Chandra Das (Bengali edition). The Directorate takes pride in having the distinguished services of many eminent writers of Assam like Medini Mohan Choudhury, Jyoti Prasad Saikia, Dhirendra Nath Chakravartty, Rama Bezbarua and prominent artists like Jugal Das, Nip Barua, Benu Mishra and Nipan Goswami in various capacities. In November 1997, the Government of Assam created a new department named "Information & Public Relations Department" by bifurcating the existing Home Department and the new I&PR Department was made the Administrative Department for Directorate of Information & Public Relations.

The following is the administrative structure of the Department of Information and Public Relations of Govt. of Assam.



14.4.2 FUNCTIONS OF DIPR

The Directorate of Information and Public Relations, which is also known as 'Janasanjog', has assigned specific works to various wings so that it can work like a well-oiled machinery. Let us discuss the various wings engaged in varied Public Relations activities in the state.

PRESS LIAISON SECTION : The main task of this section is to prepare, handle and disseminate official news backed by photographs, where necessary, to the media. Clarification etc. against faulty news and views published in the media are issued by the section which also has the responsibility of preparing speeches, messages etc. for VIPs on all the important occasions.

PRESS RESEARCH SECTION : What is reported in the print media concerning the State and the functioning of the Government is constantly monitored by this section. Clippings of news and views are regularly made and sent to concerned Ministries and officials with entry into a live register.

ARCHIVE : Almost like the Photo Division under the Union Ministry of I & B, this Department has to photograph almost all important official functions. These are distributed for publication among mass media and important events are preserved in a modest archive in the Photo section.

ADVERTISEMENT SECTION : The Government always has laid adequate stress on this powerful medium and DIPR is the sole agency to release all Government advertisements to the media. The State Government releases and pays for the advertisements released through the DIPR.

CULTURAL WING: The Cultural Wing organizes performances like songs, street plays, dances etc. which are used to disseminate messages of community involvement in the administration, development of society and larger issues like peace and national integration. DIPR has a full fledged troupe of artists for this and they are based at the Srimanta Sankardeva Kalakshetra, Guwahati.

EXHIBITION WING: Display of important photographs, artifacts etc. done in an artistic way always attract people's interest. DIPR is very alive to this prospect and has a wing exclusively meant for the preparation and erection of field level exhibitions.

TECHNICAL SECTION: DIPR covers important official functions through Public Address System also. For this purpose adequate and trained staff and officers are there in this section. Moreover, this section also handles a huge network of Fixed Loudspeaker System (FLS) in almost all important towns of the state which acts as local broadcasters.

INFORMATION CENTRE: DIPR has a modest Information Center with sufficient books and reference materials at the Srimanta Sankardeva

Kakalshetra, Guwahati under the supervision of a Senior Departmental Officer.

PUBLICATION SECTION : Important Government policy matters, views, proceedings, interpretations etc. along with topical matters concerning public welfare and important speeches of the dignitaries on various occasions are compiled and published by the DIPR through this section. Besides publishing periodicals, pamphlets, booklets etc. this section brings out a regular weekly newspaper titled "RAIJOR BATORI" (News of the People) with a circulation of 30,000 copies.

CM's P.R. CELL : DIPR has entrusted a few selected officers to exclusively look after the programmes of the Chief Minister of the State with a separate office in the (Janata Bhavan) capital complex. The CM's PR Cell feeds the media with news and features concerning the top functionary of the State and also acts as an ear to the public opinion for the Chief Minister.

REGIONAL OFFICE: DIPR has Set up 5 regional offices in various parts of the State and outside State, so as to streamline the departmental functioning. Inside the state, DIPR has regional offices at Diphu, Jorhat and Kokrajhar and outside the state at Kolkata and New Delhi.

DISTRICT AND SUB-DIVISIONAL OFFICES: DIPR has a well organized network of departmental officers and staff spread across the State. These District and Sub-divisional Information and Public Relations Officers are entrusted to function as the ear and voice of the Government at the field level. These field officers also run a Fixed Loudspeaker System (FLS) at important places for broadcasting of official announcements for immediate public attention.



CHECK YOUR PROGRESS

Q.7: When was the PR department of Assam established and where?

_____

_____

Q.8: Who was the first Publicity Officer in Assam?

_____

Q.9: Who are the editors of Bhavisyat Asom?



ACTIVITY 14.2

1. Try to prepare a list of PR tools used by the Govt. of Assam.
2. Visit the office of the District Information or the Sub Divisional Information officer and collect information about the activities of the office.

14.5 PR IN PUBLIC SECTOR UNDERTAKINGS

A Public Sector Undertaking is a corporation in the public sector in India, where management and control of the company rests with the State or Central Government. Its performance is measured by its success in making profit for the organization. But PSUs in India have a negative image right from the start. Under-utilization of capacity, excess staffing, large gestation period, lack of professionalism are some of the negatives they are suffering from and the same has been pointed out by media. In short, the public sector in the eyes of the common man is synonymous with mismanagement and increasing losses year after year.

The following are some important Public Sector Undertakings of the Central Government:

- Bharat Sanchar Nigam Limited (BSNL)
- ONGC Ltd.
- Bharat Heavy Electricals Limited (BHEL)
- Indian Railways
- Indian Oil Corporation Limited
- National Thermal Power Corporation

- Bharat Electronics Limited
- Shipping corporation of India



As in all other organizations, in Public Sector undertaking also Public Relations has an important role to play in their endeavour to bolster their image and in maintaining favourable relations with the publics through various PR schemes like corporate social responsibility and by utilizing various PR tools. The PR activity in the PSUs has the function of projecting the other, lesser known, but positive, macro image of the public sector before the people that it:

- contributes to national economy
- is a profitable and productive core sector
- has social commitment
- contributes to the revival of sick units
- is self reliant in the sector of the economy

The PR departments of these organizations must try to build a favourable image of the public sector. The PR department should have direct access to the Chief Executive. It should attend all the meetings and be fully involved in the task of creating a healthy relation between the organization and its public. This makes it necessary to appoint to the PR departments active, innovative and hard working group of professionals.



CHECK YOUR PROGRESS

Q.10: What do you mean by Public Sector Undertaking?

_____

_____

Q.11: Name three popular PSU organizations of the country.

_____

_____



ACTIVITY 14.3

1. Have you seen any PSU organizations situated in your locality? If yes, visit the office and try to meet the officer, who is the in-charge of PR and prepare a report on it.

_____

_____

_____

2. Visit a Railway station and observe the PR activities of the Indian Railways.

_____

_____

_____



14.6 LET US SUM UP

The Ministry of Information & Broadcasting, through the Mass Communication media consisting of radio, television, films, the press, publications, advertising and traditional mode of dance and drama plays a significant part in helping the people to have access to free flow of information. It also caters to the dissemination of knowledge and entertainment to all sections of society, striking a careful balance between public interest and commercial needs, in its delivery of services. The Ministry has more than 18 departments under three wings for the PR activities of the Central Govt.

The Public Relations Department of Assam was established in June 1940 in Shillong, the then Capital of the State. Before independence, it was known as Publicity & Rural Development Department. The Directorate of Information and Public Relations, which is also known as Janasanjog, has earmarked specific works to various wings so that it works like a well-oiled machinery. DIPR has set-up 5 Regional Offices with Senior Officer at the helm in various part of the State

and outside the State, so as to streamline Departmental functioning. Within the state the DIPR has regional offices at Diphu, Jorhat and Kokrajhar and outside the state in Kolkata and New Delhi. The District and Sub-divisional Information and Public Relations Officers are entrusted to function as ear and voice of the Government at the field level.

As in all other organizations, in Public Sector undertakings also Public Relations has an important role to play in their endeavour to bolster their image and in maintaining favourable relations with the publics through various PR schemes like corporate social responsibility and by utilizing various PR tools.

The PR departments of these organizations must try to build a favourable image of the public sector. The PR department should have direct access to the Chief Executive. It should attend all the meetings and be fully involved in the task of creating a healthy relation between the organization and its public. This makes it necessary to appoint to the PR departments active, innovative and hard working groups of professionals.



14.7 FURTHER READING

1. Public Relations by H F Moore and F B Kalupa, publisher: Surjeet Publication, Delhi.
2. Practical Public Relations by Sam Black, Universal Book Stall, Delhi.
3. PR & Media Relations By Dr. G. C. Banik, Jaico, Delhi.



14.7 ANSWERS TO CHECK YOUR PROGRESS

Ans. to Q. No.1: Prasar Bharati stands for the Broadcasting Corporation of India. It is an autonomous body which consisting of All India Radio and Doordarshan.

Ans. to Q. No.2: The following are the mandates of the Ministry of Information & Broadcasting, Govt. of India -

a) News Services through All India Radio (AIR) and Doordarshan (DD) for the people

b) Development of broadcasting and television.

c) Import and export of films.

d) Development and promotion of film industry.

Ans. to Q. No.3: The following are the three wings of the Ministry of I & B -

a) Information Wing

b) Broadcasting Wing

c) Film Wing

Ans. to Q. No.4: RNI stands for Registrar of Newspapers for India.

Ans. to Q. No.5: The Employment News is published by the Publication Division under the Ministry of I & B.

Ans. to Q. No.6: Press Council of India (PCI) is headed by a Chairman, who is nominated by a Committee consisting of the Chairman of Rajya Sabha, the Speaker of the Lok Sabha, and a person elected from amongst the Members of the Press Council. Majority of the members of the Council belong to the journalistic fraternity while three of them are nominated, one each by the University Grants Commission, Bar Council of India and Sahitya Akademi and five Members are from the Members of Parliament, of whom two are nominated from Rajya Sabha and three are nominated from the Lok Sabha.

Ans. to Q. No.7: The Public Relations Department of Assam was established in June 1940 at Shillong.

Ans. to Q. No.8: The first Publicity Officer of the department was Yahia Khan Choudhury.

Ans. to Q. No.9: The Bhavisyat Asom was edited by Krishna Bhuyan (Assamese edition) and Ramesh Chandra Das (Bengali edition).

Ans. to Q. No.10: A Public Sector Undertaking is a corporation in the public sector in India, where the management and control of the company rests with the Government.

Ans. to Q. No.11: a) Indian Railways b) Bharat Sanchar Nigam Limited (BSNL) c) Oil and Natural Gas Corporation Limited (ONGC).



14.8 MODEL QUESTIONS

A. Very Short Questions :

Q.1: Which is the biggest production unit in the country in the field of photography ?

Q.2: Write a short note on the Press Council of India ?

B. Short Questions : (Answer each question wihin 150 words)

Q.1: What are the functions of DIPR

Q.2: What are the different categories of certificates as given by the CBFC ?

B. Long Questions : (Answer each question wihin 300-500 words)

Q.1: Do you think the Central Govt. is successful in disseminating information regarding all policies and programmes of the govt. to the general public? Justify your answer with the help of examples.

Q.2: Write a brief history of Public Relations in Assam.

Q.3: What do you mean by Public Sector Undertakings ? What is the image of the PSUs? Why is PR important for these organizations?

*****



REFERENCES (FOR ALL UNITS)

1) Philip Kotler, Kevin Lane Keller, Abraham Koshy, and Mithileshwar Jha (2007), *"Marketing Management"*, Pearson Education

(1) Black, Sam; 1999; *Practical Public Relations*,Universal Book Stall, New delhi.

(2) Balan, KR, 1992; *Corporate Pablic Relations*, Stevling Pub. Pvt. Ltd., New Delhi.

(3) Balan, KR, 2003; *Applied Public Relations and Comunination*, Sultan Chard & Sons, New Delhi.

(4) Bajpaye A., 2006; *Advertising Management*, Autorspress, Delhi-0999

(5) Datta, KB, 2005; *Fundamentals of Public Relations*, Akansha Publishing House, New Delhi.

(6) Dutta, Ankuran & Ray, Anamika, 2008; *Janacamparka* (in Assamese), Bina Library, Guwahati.

(7) Gupta, O., 2005; *Advertising in India*, Kalpanaz Publication, New Delhi.

(8) Harrison, S., 2000, *Public Relations an Introduction*, Thomson, UK

(9) Kaptan, SS, 2002; *Advertising New Concepts*, Sarup & Sons, New Delhi.

(10) Mehta, DS, 1980; *Hand book of P R in India*, Allied Pub., New Delhi.

(11) Navasinha Reddi, CV, 2002; *Public Relations and Communication*, Hand book, P R Foundation, Hydrabad.

(12) Official websites of Ministry of Information and Broadcasting, Govt. of India and Directorate of Information and Public Relations, Govt. of Assam, accessed in 2007-08.

(13) Riel, CBM & Fomburn, CJ, 2007; *Essentials of Corporate Communication*, Routledge, London.

(14) Sengupta, S, 2005; *Management of Public Relations and Comunication*, Vikash Publishing House, New Delhi.

(15) Seitel, P. Frasev, 1995; The Practice of Public Relations, Prentice Hall, New Tersey.

(16) Self Learning Materials of PGDJMC programme of IGNOU, New Delhi

(17) Vilanilam, JV & Varghese, AK, 2004; Advertising Basics, Response Books, New Delhi.