



## A STUDY OF TRANSFORMATION JOURNEY OF INDIAN PUBLIC RELATIONS IN POLITICS

**Raghvendra Pratap Singh Pundir**

*(JRF- Political science)*

**Prof. S. K Pundir**

*Department of Education, Meerut College, Meerut. Chaudhary Charan Singh University, Meerut.*

**Paper Received On:** 21 JUNE 2023

**Peer Reviewed On:** 30 JUNE 2023

**Published On:** 01 JULY 2023

---

### Abstract

---

*The term 'Public Relations' might be comparatively new; but the movement of public relations is veritably old. It can indeed be traced to the mythological ideas, which are veritably popular in our country, India. Public Relation is one of the significant aspects of Political Science. Concerning service assiduity creating brands through effective communication. It involves the creation of goods and services to enhance deals, mindfulness and creates good will. Public Relations serves the two-fold motive of, deals creation and enhancing the positive image of diligence and other governing bodies. The present conceptual paper is to focused on Study of Transformation Journey of Indian Public Relations in Politics with prime aims (i) To understand the concept of Public Relations. (ii) To discuss the Transformation Journey of Indian Public Relations in Politics (iii) To analyse the Emerging Trends in Public Relations for Political purpose. The methodology of the research is a different type involving an interpretative, conversation, observation and study secondary sources, like books, articles, journals, thesis, university news, expert opinion, and websites, etc.*

---

**Key Words:** Transformation Journey, Public Relations, Politics

### Introduction:

The authors of (effective Public Relations (Cutlip, Centre & Broom, 1994) defined public relations as the “planned trouble to in emission opinion through socially responsible respectable performance grounded on mutually satisfactory two- way communication. It’s the operation function that establishes and maintains mutually salutary connections between an organisation and the people on whom its success or failure depends”.

As per above mentioned, It's an art, because the selection and operation of applicable ways bear judgment from the interpreters, and also from the organisation and its public. The Public Relations Institute of Southern Africa (PRISA) defines Public Relations as the “deliberate, planned and sustained trouble to establish and maintain understanding between an organisation and its public, both internally and externally”.

It's also a wisdom, because the identification of an organisation's target public, their requirements and the evaluation of the impact of its conduct, demands the operations of scientific principles.

### **Objectives of the Study:**

- (i) To understand the concept of Public Relations.
- (ii) To discuss the Transformation Journey of Indian Public Relations in Politics
- (iii) To analyse the Emerging Trends in Public Relations for Political purpose.

### **Concept of Public Relations in Politics:**

Politics also offer a broad range of Public Relation conditioning, transnational, public and indigenous communication being needed both at party position and in affiliated organisations. The end of PR in politics is to present functionalities, motifs and programmes in comparison to other subsystems in society. Basically this involves attracting attention and interest, as well as raising the position of mindfulness and the image profile of one's own positions, interests and crucial players. PR in politics is employed to convey information and shape political opinion.

**PR experts have profound knowledge in their field which in combination with specially acquired skills allow them to:**

- Consult political decision-makers, mandataries and functionaries in formulating policies and concerns.
- Assess the communicative effect of political decisions, • Define specific targets for communication work.
- Develop strategies on the basis of analyses (e.g. analyses of strengths and weaknesses)
- Identify connections in communication, implement communication projects and measures and evaluate their outcome.
- Regardless of their field of activity PR consultants have sound knowledge and experience in a number of different domains relevant to communication to call their own.

### **Formulation of Indian Public Relations in Politics:**

The public relations practice has always been conceptualised and related with public affairs, communication and the public Information.

Some of the areas of the formulation of Public Relations in Politics include:

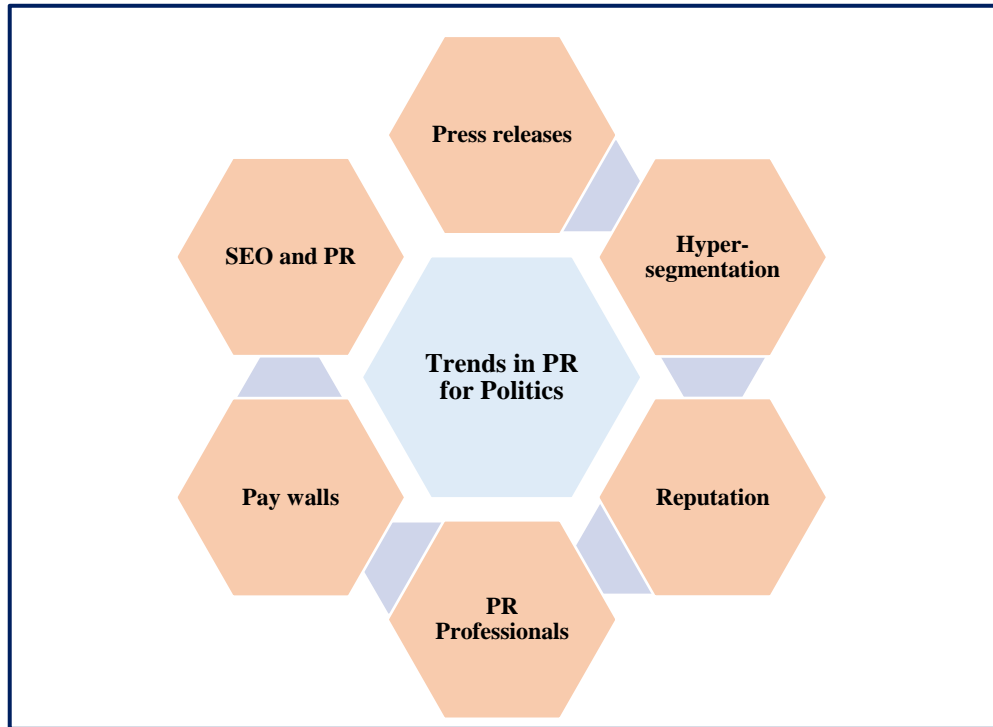
- ✓ Public Affairs
- ✓ Communication
- ✓ Public Information
- ✓ The common Definition is: Doing good and telling about that means Public Relations.
- ✓ If you are saying - I am intelligent and brave: It's an advertisement.
- ✓ If your friend is saying –You are intelligent and brave: its sales promotion.
- ✓ If I meet you and say- I heard about you, You are intelligent and brave: It's a Public Relations.

### **Emerging Trends in Public Relations for Political Reason:**

Public Relations has evolved from the traditional 'journalistic influence' to 'social media influencers'. From Lobbying to Networking, it has seen many a change. The modern-day Public Relations as we witness it around us today has many evolving trends and practices. Press conferences have shifted online. The newspaper editorials are being replaced by advertorials. The digital has brought many a quick and disruptive practices on board.

The following current trends are very popular in the modern public relations practices in Politics:

- **Press releases** continue their slow demise: The venerable press release continues its decline into irrelevancy. Online feeds and minute by minute updating are taking the front seat now.
- **Hyper-segmentation** of news means hyper-segmentation of PR: Society and social media have created hyper-focused segmentation of the audience.
- **Reputation** is brand: The nature of an online world means disastrous damage to reputation is at a tap of a video button on a smartphone.



### ***Emerging Trends in Public Relations for Political Reason***

- **PR professionals** blindsided by rich media: Media monitoring has traditionally been focused on interpreting text. Today, the dominant form of communication has become rich through means like audio and video, which in turn needs skilled PR professionals.
- **Content** avalanche keeps growing bigger: Content shock is about to explode.
- **Pay walls** go up: Traditional news media is struggling to survive. To compensate, more walls will go up, making media less visible to PR professionals and their audiences. Soon paid marketing methods may be the only way to reach some select audiences.
- **SEO and PR** merge in some firms: The difference between SEO and PR continues to blur as more SEO practitioners realise the need for human storytelling, and more PR practitioners quantify their work in SEO terms. This trend will only accelerate as search engines become ever more intelligent.
- **Branded** organic social media becomes meaningless: The ongoing trend of brand's reach on major social networks will decline further until brands will stop posting. Services like Facebook are purely commercial.

### **Conclusion:**

Moment, political juggernauts have expansive labour force devoted to icing the politician appears in the stylish light possible, whether in the media or at public events. The PR platoon organises conferences, political debates, and other applicable events for politicians and political

*Copyright © 2023, Scholarly Research Journal for Interdisciplinary Studies*

organisations. They look for openings and events that a politician can attend to make their character. Public relations have long been a pivotal aspect of business, but in recent times, it has also come an integral part of politics. This is because politicians each around the world are constantly in the limelight. Hence, they're always in need of someone who can convey all the necessary information about their rearmost systems, juggernauts, and enterprise to the public. Political juggernauts and parties now calculate heavily on public relations strategists to shape their image and communicate with the public.

### References:

- Bussy, N. M. (2010). *Dialogue as a Basis for Stakeholder Engagement: Defining and Measuring the Core Competencies*. In R. L. Heath (Ed.), *The SAGE Handbook of Public Relations* (pp. 127-144). Thousand Oaks: Sage.
- Cancel, A. E., Cameron, G. T., Sallot, L., & Mitrook, M. A. (1997). *It Depends: A Contingency Theory of Accommodation in Public Relations*. *Journal of Public Relations Research*, 9(1), 31-63.
- Coombs, W. T. (2011). *Political Public Relations and Crisis Communication: A Public Relations Perspective*. In J. Strömbäck & S. Kioussis (Eds.), *Political Public Relations. Principles and Applications* (pp. 214-234). New York: Routledge.
- Cutlip, S. M. (1995). *Public Relations History: From the 17th to the 20th Century*. New York: Routledge.
- Cutlip, S. M., Center, A. H., & Broom, G. M. (2000). *Effective Public Relations*. 8th Edition. Upper Saddle River: Prentice Hall.
- Davidson, S., & Binstock, R. H. (2012). *Political Marketing and Segmentation in Aging Democracies*. In J. Lees-Marshment (Ed.), *The Routledge Handbook of Political Marketing* (pp. 20-33). London: Routledge.
- Freeman, P., & Cicero, Q. T. (2012). *How to Win An Election. An Ancient Guide for Modern Politicians*. Princeton: Princeton University Press.
- Groeling, T. (2010). *When Politicians Attack. Party Cohesion in the Media*. New York: Cambridge University Press.
- Grunig J. E., & Hunt, T. (1984). *Managing Public Relations*. Belmont: Thomson Wadsworth.
- Grunig, J. E., & Grunig, L. A. (1992). *Models of Public Relations and Communication*. In J.E. Grunig (Ed.), *Excellence in Public Relations and Communication Management* Hillsdale: Erlbaum.
- Heath, R. L. (2009). *The Rhetorical Tradition: Wrangle in the Marketplace*. In R. L. Heath, E. L. Toth & D. Waymer (Eds.), *Rhetorical and Critical Approaches to Public Relations II* New York.
- Rotolo, A. (2010, May). *Beyond friends and followers: Next steps for social media*. *Public Relations Tactics*, 17(5), 9