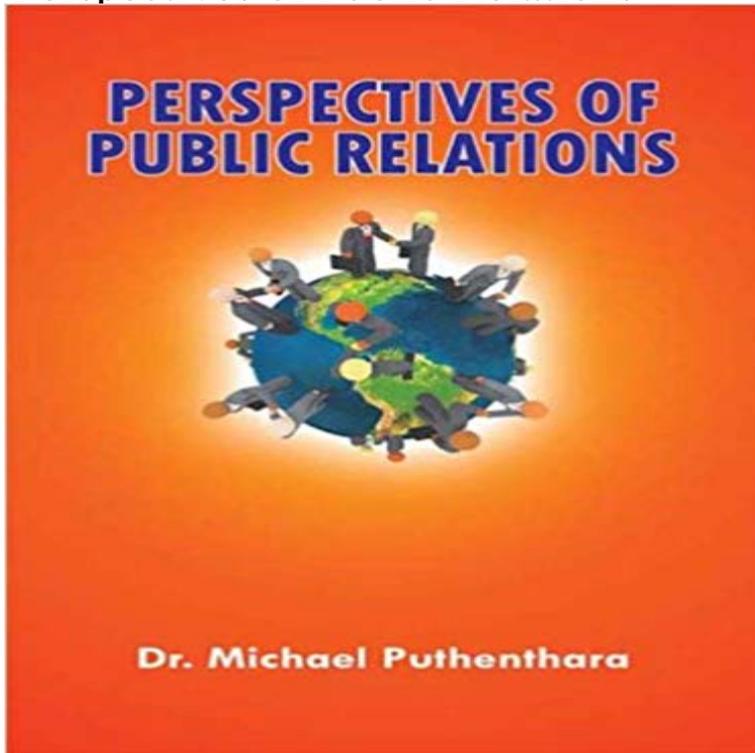


## Perspectives of Public Relations



Public Relations is one of the most sought after practices in the perception conscious contemporary age. But more often than not, what is practiced in the name of public relations is a travesty of what it ought to be and often downright misleading. The reason behind this confusion is simple ignorance of the true concept of public relations, with the result that different forms of communication and information-dissemination and related activities are dubbed as PR practice. Its identification with Propaganda, perhaps, is the most misleading and to great extent harmful to genuine PR practice. This book **PERSPECTIVES OF PUBLIC RELATIONS** is all about presenting the correct paradigm of public relations. Image is a key factor for success in a highly competitive environment. Reference here is not to the image built by any means. Image communication is a planned and consistent dissemination of information regarding the fulfillment of the professional as well as social responsibilities. Image is not built on claims; but only on the basis of something done or being done. And public relations is the sentinel that keeps watch on the image of an organization ensuring that information dissemination keeps the public informed of true facts in a transparent manner and thus enhance the image. Public relations is not communication alone. It has a strategic function in management in so far as its function is to analyse trends, predict their consequences and counsel the organizational leaders on how these consequences affect the organization. From this perspective PR is not just another executive function. Public relations in an organizational set up has to be placed on a much higher level, if not on the board level, of management. This implies that in order to comprehend public relations fully, a multi paradigm approach that embraces management problems and issues as well

as various concerns of the society at large is needed. International Public Relations Association (IPRA) identifies ten group of activities, with Public Opinion heading the list, as comprising together the full breadth of PR practice. This book described these activities in sixteen chapters, including the opportunities in the new media. This book is not a Manual of Public Relations, as several books on the subject are. It is more philosophical and it clarifies the concept of public relations from different perspectives so that PR is not mistaken for any other form of communication. As a matter of fact, the book is an image building exercise for PR itself. The author, Michael Puthenthara, is a welcome combination of academic knowledge and practical experience in communication, particularly public relations and advertising. He has been a PR practitioner for over 36 years. He holds a Ph.D. from Banaras Hindu University, Varanasi and also has a qualification in Business Management. He also translates books from Malayalam to English and English to Malayalam on various subjects. There are as many as ten such translations to his credit. Presently he is on the faculty of the Institute of Communication, Kerala Press Academy. Cochin, Kerala.

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