

## **Lesson 2- Public relations definition:**

A Public relations' concept has been defined in many ways. ( Rex Harlow), a Stanford professor and founder of the organization that became the Public Relations Society of America, once compiled more than 500 definitions from almost as many sources. The definitions ranged from the simple, —Doing good and getting credit for it, to more verbose definitions. Harlow's collective definition, for example, is almost 100 words. One early definition that gained wide acceptance was formulated by the newsletter (Ray Millers) —a careful study of the cause and result of the humane behavior.

### **According to Public Relations Society of America (P.R.S.A):**

"Public relations is a philosophy and function of management expressed in policies and practices which serve the public to secure its understanding and goodwill.

The —**Institute of Public Relations .UK** defined the P.R. as:

—The deliberate, planned and sustained efforts given by an organization or company etc. to establish and maintain mutual understanding with external and internal publics. we can call it the full definition of P.R.

The component parts of the definition of public relations are as follows:

- 1- Management. The body of knowledge on how best to coordinate the activities of an enterprise to achieve effectiveness.
- 2- Communication. Not only sending a message to a receiver but also understanding the messages of others through listening and dialogue.

- 3- Organization. Any group organized with a common purpose; in most cases, it is a business, a corporation, a governmental agency, or a nonprofit group.
- 4- Publics. Any group(s) of people held together by a common interest.

We should consider the full definition of P.R. more important than the other mentioned definitions because:

- 1- The full definition gives us a complete idea about P.R. in general and its goals, publics and activities.
- 2- The full definition provides us with distinguishing features of the P.R. as an administrative activity.
- 3- The full definition refers to the vital relationship between the company and its public.

Many public relations researchers insist to have a clear and specified definition for the P.R. in order to avoid the ambiguity between P.R. and other kinds of communications such as advertising, propaganda and promotion.

Investing on Public relations will help the organization to achieve its objectives effectively and smoothly. Public Relations is not creating good image for a bad team. Since false image cannot be sustained for a long time. Though the organization product or services are good it need an effective Public Relations campaign for attracting, motivating the public to the product or service or towards the purpose of the program. It is not only encouraging the involvement from the public and also resulting in better image. effective Public Relations can create and build up the image of an individual or an organization or a nation. At the time of adverse publicity or when the organization is under crisis an effective

Public Relations can remove the "misunderstanding" and can create mutual understanding between the organization and the public