

PUBLIC RELATION in the DIGITAL AGE

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ABSTRACT

Public Relation (PR), which is used to crystallize unformed opinions or neutralise hostile public opinion, has experienced a shift from traditional to digital world in this fast pace world. The emergence of digital and social media has changed the way in which companies or schools interact with the public, which can either build your brand –or do it great harm.¹

PR in Digital age has changed how to counsel clients to protect their reputations and manage crises. The issues ignored earlier as isolated incidents, now, can be blow up in a matter of second on Youtube, Facebook, and Twitter. Digitalisation can speed up to the reach of articles, news, press release by creating social messaging copy and abstract at Twitter, FB posts, Google+, LinkedIn comments, etc. They even keep freelancers and bloggers to attain sensationalism and maintenance of positive image.² Education sector is getting digitalised. Providing every -thing on their media channels or websites.

INTRODUCTION

PR has always existed in the world from time of Julius Caesar giving speech to the First World War. But nearly fifteen to twenty years have got the name as Public Relations. PR in the educational sectors has also evolved with time. Schools have also experienced a shift from traditional method to digitalisation. Now they also upload everything on their Youtube channels or website to reach all the people. They to prefer to flow the digitalisation. They consider it a powerful tool to get all the information on the web portal. For instance, Shiv Nadar School, Noida is one of them which prefer providing all the information on Learning Management System (LMS), web portal. All the attendance, curtain raiser, annual days, sports day everything flashes on LMS. This reaches all the students as well as faculty to get the information. Forms for admission in schools are also preferred as online application

¹globalmediafloor

² globalmediafloor

forms than lines outside schools. Uploading all holiday homework, results, children achievement are done online nowadays. Separate logins are given to parents as well for keep in touch with all updates of their ward. Digitalisation is making things easily accessible and convenient.

OBJECTIVES

To look at impact of digitalisation of PR

To find the preference of people: traditional or online

To understand the need and reach of the public

HYPOTHESIS

Digitalization in PR, is effective and better for maintaining the image and reaching larger targeted audience

REVIEW OF LITERATURE

Public Relation in Digital Age, Aleesha De Mel-Tucker, October 2, 2015

1) Summary of the work: The article majorly focuses on the shift from traditional to digitalisation in PR. How is digital age becoming more effective and better platform to reach target audience. It also shows how traditional media solely rely on mass media but digital era is giving exploration to blog, website, media channel a totally redefined way to communicate, build brand awareness and consumer engagement. It is more approachable.

2) Conclusion by author: As per the author the consumers have wide range of options when it comes to online information. There is shift from traditional media; they aren't the only news outlet now. Digital world is a new way to communicate with target public from bloggers to influencers to social media. There is an explosion in organisations method of conversing to target audience. It has become direct, which increases two way conversation, which is cost effective and way to increase brand awareness. Digital age offers more influence than traditional media outlets. Aligning your brand with right influencers aids in making organisation more relatable to public, online organisation have the power to create their media channels. Blog post on website, direct marketing e-mails, social media posts create branded, interesting and

shareable content for audience. While traditional PR tends to make media relations, digital PR is more effective and collaborative for maximum impact, when integrated with social media strategies.

3) Learning from the work: The article gave a better insight in comparison of traditional and digital age. The golden rule of PR which is knowing your audience. Evaluating an appropriate outlet for sending news. Strengthening the brand awareness, increasing consumer engagement. In digital way they can directly communicate to the PR or the organisation. PR is to know the strength and utilise a wide net not just to gain media coverage but to tell its story in a meaningful and approachable way. Digital world has given a new wider platform to instantly be visible on social media been it good or in crisis management. But it an easier way to reach to people. Similarly, according to a report in August 2013, by Comscore Inc. shows there are 9.4 million readers increased. There is an increase by 34% than 2012. People rely more on online news which is easily accessible in a fast pace moving world.

Public Relations in Digital Age. N.Chandramouli, 11 June, 2012

1) Summary of the work: The video basically gives an idea about PR in digital age. It also tells an intimacy between social media and PR. It shows an instantaneous nature that helps you connect to larger audience. It gives an environment to transport information to several people beyond reach. The fact of implosion and explosion of news then and there at the same point of time. The processing of information is changed completely the way our mind process, capture, assimilating of information differently because of rapidity of communication. It also gives us six steps for PR in digital age.

2) Conclusion by author: The author defined PR as “It brings our pluralistic society to reach a decision, helps function effectively, contributing to mutual understanding. Bring private and public life into harmony.” According to him digital era PR is an extension, you work on a larger platform, deeper engagement and scrutiny. It is much tighter what you do is instantly there. If organisation do anything it has potential to be visible. PR normally goes through media scrutiny but in digital age self

scrutiny is important as here media scrutiny changes to audience scrutiny. There are basic six steps for PR in digital age because all people have access to everything and know everything. Information patriarch has ended in digital era. First of all is truth, second is transparency and principle approach, third is criticism, fourth is organisational humility, fifth being commitment, sixth is sensitivity. Pr should be fully aware about their brand so they earn respect for brand. Pr should have ability to accept criticism of others for better growth of brand.

Change to criticism is in digital age. Digital age has also merged all primary (those who have directly able to touch feel the brand), secondary (opinion formed on others experience), tertiary (Imagined). All people here carry an opinion. People can express it in digital age.

3) Learning from the work: This video gave a broader aspect to what basically the work and ethics of PR is and digitalisation in PR. It gave an insight in digitalisation of PR and its advantages. Even six basic ways to make it better and for further growth and prosperity. It showed the new platform for reaching larger targeted audience. It showed how to increase the dependency and likability of brand by showing true picture and serving the truth. It manifests us that true owner of the brand is the audience. The maker is a custodian who makes sure there is reach-ability but audience's opinion builds the brand. It exhibits digitalisation as a better and effective way.

RESEARCH METHODOLOGY

The approach for the research used is qualitative approach. The design involved in the research is Experimental, before after. Eight Private Schools, CBSE affiliated, East Delhi was taken as the sample size. The schools were DAV Public School, Mausam Vihar, Bharti Public School, Swasthya Vihar, BAL Mandir Public School, Defence Enclave, Amity International School, Mayur Vihar, Phase-1, Ahlcon Public School, Mayur Vihar, Phase-1, Sneh International School, New Rajdhani Enclave, Mother's Global School, Preet Vihar, Universal Public School and Preet Vihar. Questionnaire was used as a tool. PR of the schools were interviewed and observed for collecting the data.

RESEARCH FINDINGS

The Research has led to unanimous results. Most of the schools are moving with the fast pace digital world. They prefer E-web portal over traditional methods where everything is turning up to be online. e-press Release are coming by sending their Pre, Post And Curtain Raiser with pictures and information earlier to get it published in e-newspaper, websites. Times of India have a separate column for schools in e-paper as well. They believe in building strong database with updation so that they manage to get space online. There are certain schools who believe in uploading everything on their website to reach larger people easily. Everyone can find all the information on the websites only. There are certain schools who believe in outsourcing PR and getting everything uploaded on their Youtube Channel. But they also believe in giving their Press Release in newspaper so it is read by people.

CONCLUSION AND IMPLICATION

The traditional press release is fading away with time, it was earlier too sent in e-mails than hard copies. More consumers prefer to get their news online. Exposure to this audience is getting more reach and better focus to build online traction for companies, brands, schools.³ Generation nowadays, prefer seeing everything online rather than reading newspapers. Adding new context to site, whether article, resource tool or blog post online it has higher impact than traditional hitting many drive website, reaching vast public sooner.⁴ Digitalisation is the most preferred, effective and reaching larger people than traditional methods. There is an explosion in organisations method of conversing to target audience. It has become direct, which increases two way conversations, which is cost effective and reaches larger targeted audience. Whatever is done by organisation is visible online.

3 Vertical measures

4 Vertical measures

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