

## Role of Public Relations in the Information Society

Forfolea Mariana

*Free International University from Moldova*  
*marianaforfolea@yahoo.com*

### Abstract

Systematic effort to create and maintain goodwill of an organization's various publics (customers, employees, investors, suppliers, etc.), usually through publicity and other non-paid forms of communication. These efforts may also include support of arts, charitable causes, education, sporting events, etc. Public relations are the opposite of advertising. In advertising, you pay to have your message placed in a newspaper, TV or radio spot. In public relations, the article that features your company is not paid for. The reporter, whether broadcast or print, writes about or films your company as a result of information he or she received and researched. Publicity is more effective than advertising, for several reasons. First, publicity is far more cost-effective than advertising. Even if it is not free, your only expenses are generally phone calls and mailings to the media. Second, publicity has greater longevity than advertising. An article about your business will be remembered far longer than an ad. Publicity also reaches a far wider audience than advertising generally does. Sometimes, your story might even be picked up by the national media, spreading the word about your business all over the country. Finally, and most important, publicity has greater credibility with the public than does advertising. Readers feel that if an objective third party-a magazine, newspaper or radio reporter-is featuring your company, you must be doing something worthwhile.

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### 1. Introduction

Public relations is now a profession with a scientific body of knowledge. In addition, public relations become a managerial

function rather than a communication technique. Problems and challenges that public relations will face in the future are manifold. We agree with the fact that public relations now have a scientific body of knowledge and that quickly becomes a managerial than technical communicational function. The authors say that the strongest trend in public relations is a strategic move towards a managerial role. Ironically, the key problems and challenges are closely intertwined forces limiting the role of public relations and development management body of knowledge of the discipline. The first problem that public relations have to face the confusion caused by what is actually means strategic public relations. The idea that public relations should be strategic rather than tactical is very popular today in professional circles. [2] However, Swiss scientists, led by Francesco Lurati University of Lugano, noted that most practitioners public relations define public relations as strategic communication supports rather implement organizational objectives. Using Lurati's words: "From this perspective, strategic corporate communication is considered when pursuing objectives that are simply the corporate line. Term strategy does not change the nature of the tasks performed by tactical communication ... communicative function has no contribution to defining the strategy corporate.

We believe that this misunderstanding of the concept of strategic public relations is most prevalent among practitioners who are guided by what we call the interpretive theory of public relations. Believe that there are two major theories contrasting public relations, both in practice and in academia. These perspectives can be called symbolic

paradigm, interpretive, and strategic management paradigm or behaviorist..

## 2. Literature Review

Scholars and practitioners following the symbolic paradigm generally assume that public relations tend to influence how the public perceives the organization. These perceptions are theorized in cognitive concepts such as image, reputation, brand and identity impressions. Practitioners following the interpretive paradigm emphasize advertising (publicity), relations with media and media effects. Communication tactics, which they maintain this theory, creates an impression in the minds of publics that allow the organization to be separated from its environment, using theories of Cees van Riel, Danish specialist in communication. Separation involves creating an "artificial screen" positive message to mask the true organizational behavior, which allows the organization to establish a behavior. Unlike the symbolic, behavioral paradigm, strategic management, focusing on participation by public relations directors in making strategic decisions to help manage organizational behavior. According to the scholar Van Riel, the public relations function of a connection than separation. Intended for building relationships with stakeholders rather than a set of activities aimed at separating transmitting messages to their organization. The strategic approach, public relations directors are involved in managerial decisions. Their role is to identify potential consequences that decision might have on stakeholder consequences that create audiences. They communicate before making decisions and with audiences, because they may have reasons for decisions and to take account of their interests. PR people build relationships with these audiences to improve the quality of managerial decisions and to reduce risks and costs of these decisions. Interpretive paradigm is the belief that strategic rather than tactical appears in discussions on public relations evaluation. For example, research firms have tried to establish the idea that favorable media placements are closely linked to business objectives, such as sales, profits or consumer preferences. Others have tried to demonstrate that money spent on publicity have a higher investment return than money spent on advertising. In contrast, strategic management

approach necessary measurements are deceptively simple. Should measure the nature and quality of relationships between organizations and publics and should monitor the value of public relations. It is necessary to evaluate public relations strategies and tactics to determine which are most effective in building these relationships. This difference in thinking on the strategic role of public relations and the controversy is the link between public relations and marketing and management. Communication has always been a part of public relations specialist and practitioners are obviously more of a marketing budget. However, such research, including Strategic Public Relations Center at the University of Southern California shows that it is unlikely that public relations executives to play a strategic role and be understood and appreciated by other executives when relations limited public support to a management role. In general, when public relations are limited to marketing support, do so by emphasizing a role separately messaging. Research shows also that public relations should not avoid collaboration with marketing. Rather, public relations seem to play the most important strategic role when marketing public relations component is part of a greater strategic role (integrated communication) public relations rather than be subsumed Marketing (Integrated Marketing Communication) .

## 3. Methodology Research

I therefore consider that there are three key challenges that public relations profession has to face: 1) change the way in which practitioners, their colleagues and customers perceive the public relations management from an interpretative role, insulator, a role strategic management, 2) conducting a survey to identify theories and tools to perform a strategic role management, and 3) educating both practicing and future managers on the strategic role of public relations and management tools of its application.

Socio-political role of the public relations profession. Currently, most companies / organizations have too high expectations from public relations professionals. Most

people seem to perceive public relations as having a symbolic function, interpretive and that their aim is to prevent them understand how they may affect corporate actions, governments and other organizations. The general public assumes that public relations is immoral and unethical nature. We believe that companies should expect to provide public relations publics a voice in decisions affecting them. We believe that companies should expect profesioniștii public relations advisers to the ethics of taking decisions, both consultation on the consequences that their decisions may have on others and on moral obligation to communicate with those affected by those decisions.

Public relations are to develop relationships, and society is a network of relationships. As individuals, have fewer conflicts in life if we develop good relationships with spouses, children, neighbors, colleagues, bosses, teachers, friends and even our enemies. The same is true for organizations that interact with each other and with audiences in society. In general, both individuals and organizations develop better relationships (characterized by trust, control exercised by both parties, commitment and satisfaction) that, if they communicate and interact with each other, using certain strategies. Communication should be characterized by openness, authenticity and transparency - what we call symmetric communication. Should also behave in a responsible manner and in a way to serve both the interests of others and their own. Thus, the strategic role of public relations management is a socio-political role. Public Relations develops relationships with audiences and organizations in society, interacting in the political system to determine decisions in a collective manner, serving to meet the interests of as many elements of a democratic system.

If the dialogue - or debate - is the rule of the game in a democracy - where transparency is the elixir of the information society. Courage comes from a sound knowledge of the power of belief and acceptance of our role by others. Most professionals today lack at least one, if not more of the conditions needed to develop the courage to be what we call "an activist in-house [6]. As an activist in-house, a public relations professional would support transparency and authenticity in communication. He or she would appeal the decisions of socially irresponsible and unethical behavior. And when he or she would think that management is mistaken, suggests that

publics welfare. Although many have the courage to play that role should go martyrs of the cause rather than champions of public relations profession, if not enhance their knowledge, faith in their beliefs and if they do not accept others to him. PR professionals should develop more knowledge on social responsibility, ethics, strategic management and symmetrical communication. You must really believe in these values of the profession of public relations, to develop confidence in their beliefs, joining the public relations firm. Equally important is to convince the others - both managers and organizations in the population itself - that it is their role.

Journalists, academics and many critics dispute the value and values of public relations. We believe that most journalists dispute the value and values of public relations as all practitioners are guided by the symbolic paradigm, interpretive public relations. As I explained in an earlier response, we believe that many practitioners follow and believe in this interpretative approach. When practitioners follow this approach indeed, journalists and scholars disputing critics are right values and behavior of public relations people. Meanwhile, journalists and academics same critics refuse to recognize that there is a type of practitioner seeking behavioral paradigm, strategic management. Their criticism is focused on the most unethical and efficiency of practitioners, thus overshadowing the company valuable role played by the best practitioners. Thus, we believe that their critical attitude of many practitioners reflect actual behavior which in turn is based on a lack of understanding of excellence in public relations.

This behavior of practitioners and how the profession can be exchanged is understood. We demonstrated that the interpretative approach to public relations was established in the minds of most practitioners of public relations. PR community must work to be restored as a strategic management function. Establishing long lasting. One can only gradually changing our course. And we think we can do this by changing the behavior of many public relations practitioners by changing how public relations are described in textbooks and university curricula and

society gradually showing that this is a responsible and valuable profession, by providing a number of increasingly great examples of responsible practices.

#### 4. Conclusions

If we see public relations as a management function that uses communication to cultivate relationships with audiences who have a say in the conduct of the organization. Today's public relations help in management decisions socially responsible. Edward Bernays demonstrate that: "Public relations is the practice of social responsibility." We agree with him. We believe that the ideal public relations organizations to be more socially responsible. Identify and realize the negative consequences of their decisions and behavior management on publics. "Negative" are clearly the result of decisions and irresponsible behavior. Profesioniștii PR can identify negative consequences only listening and communicating with audiences before deciding to identify explaining the possible consequences and nature management consequences publics. Scenarios can be developed on the consequences of which affect how the public and affected public can organize to address these consequences through litigation, legislation, adverse publicity, etc., Actions that have negative consequences for the organization. These scenarios can be used to help management make decisions knowingly. Profesioniștii public relations can then arrange symmetrical communication programs to assist management and the public to negotiate reciprocal behavior, so as to minimize mutual behavioral consequences. I really think that modern public relations can be public "activist in-house which helps the management to adopt socially responsible decisions. However, to do so, practitioners must develop knowledge, confidence and belief in their acceptance by the other things described.

We underline, that practitioners who are addressing the symbolic, interpretive programs often perceive very different way. Instead of seeing CSR as something related decisions and behavior daily management, they see corporate social responsibility as philanthropy or business image with very little to do with strategy and organizational behavior. In this approach, CSR activities are only used to create positive messages in hopes of protecting the organization from accusations and criticism of irresponsible or unethical behavior. Such image making activities should not equated with corporate social responsibility. There is nothing wrong in doing charity, but charity should be made for strategic stakeholderii that are valuable as employees, communities, consumers and government and not only because it provides positive publicity.

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