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The Role of Public Relations in Successful Organizational Management

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Abstract

In recent years, public relations in every organization have become an integral part of the management team, especially in western countries, but in Asian countries currently, public relations are a developing part of an organization. Public relations people work for government agencies, businesses, professional and trade associations, nonprofit charities, universities, schools, hospitals, hotels, and finally for every organization everywhere, nowadays public relations is the inseparable part of successful organizational management.

Consequently, professionals and experts of communication and management and also business workers alike have looked for the key concept to establish the value of public relations. As a respect, the terms of relationships and reputation have emerged as the focal concepts in defining the purpose and value of public relations. The concept of organization-public relationship and organizational reputation can be integrated within a theoretical framework of public relations effectiveness; furthermore, this study examines the role of public relations in successful organizational management and describing organizational functions of public relations, the organizational functions of public relations comprise multiple specialties designed to help a company manage its relationships with key stakeholders, for instance, internal relations practitioners, investor relations practitioners, media relations specialists, government relations specialists, and research specialists. As well as this paper arguing that, Public relations as a management function.

Keywords

Public relations, organization, management functions, internal relations, and communication technician

Introduction

Public relations are the art and social science that link inside and outside the organization together, which can truly mean the difference between life and death for an organization or the difference between profitability and failure. (Vos, 2018) Its might find public relation in virtually every industry, government, and nonprofit organization, its broad scope makes it impossible to understand without some attention to the taxonomy of this diverse and dynamic profession, as well as public relations serves a wide variety of institutions in society such as businesses, government agencies, trade unions, voluntary communities, foundations, hospitals, schools, colleges even religious association. To gain their aims, these organizations should have good relationships with many different audiences or publics such as customers, employees, members, shareholder, and local communities at all society, because of control and the management of organizations need to know the relations and values of their publics to gain organizational aims, which is needed successful public relations. (Scimits, 2016)

Public relation is unmatched placed to recognize and know the demands and anticipation of the organization's environment, in the past, it might have been acceptable for public relations to simply create a favorable image of an environmentally aware organization, but current public and audiences are not satisfied with anything less than real action and real outcomes and truth. (Onyiengo, 9; July 2014)

Contemporary public relations managers should be deal with a multiplicity of publics and audiences inside and outside the organization, public relations programming always starts with the improvement of a public or audiences map for the organization. Public relations experts suggest that the manager starts with the typical groups, including owners, customers, competitors, media, employees, suppliers, government, and special interest groups. Because of that, the public relations manager can develop the list to best match their particular organization and industry sector. This map is a vital part of people or groups that affect or affected by an organization, to be useful to the public relations manager. (Amisha Mehta and Robina Xavier, 2014)

Definition of public relation

There are many different definitions of public relations and some of them contain relatively the same basic elements because they number all the activities that public relations comprehend. Most experts of Public relations mentioned that public relations are a conduit, a facilitator, and a manager of communication, conducting research, defining problems, and creating meaning by fostering communication among many groups in society. (Orlando Rivero, 2014) As well as public relations is a strategic conversation and it is an ephemeral and wide-ranging field, often misperceived, and because of the lack of message control inherent in public relations, it is difficult to master and even difficult to define. (Scimits, 2016)

Edward L. Bernays referred that, “public relation is deliberate, planned and sustained effort to establish and maintain mutual understanding between on organization and its publics” Essentially, the most important thing is to achieve understanding between clients and its public through successful communication, which is not easy to gain and practitioners must often be aware of public opinion and the public stance regarding an organization. (Shri.N.Palaniappan, 2017)

Historically there are four fundamental models of public relations which are referred to the duration of public relations in the past, the oldest most popular model of public relations was during the late 1800s named The Press Agency Model, the second oldest model was appeared in the early 1900s named The Public Information Model which have focused on good media relations, the third model of public relations outlined by Edward Bernays during the 1920s named The Two-way Asymmetric Model and the fourth model of public relations was named The Two-way Symmetric Model also known as one Grunting’s four models, utilize public input to improve a product and the general opinion of an organization.

This directly relates to the idea that the main function of public relations is to build a reputation, which has grown increasingly more important for all organizations. (Letitia, 2010) Finally, an organization's good reputation and positive image are the two main keys to edging out the competition. As well for current public relations the simply use of one model is not sufficient, practitioners of public relation should be combining the models can help simplify and streamline the industry, but ultimately the key to success is to follow the innovation and new trend in communication, especially new technologies, for instance, social media. (Brkan, 2008)

Hebert M. Baus refers “public relations is a combination of philosophy, sociology, economics, language, psychology, journalism, communication, and other knowledge’s into a system of human understanding” (Shri.N.Palaniappan, 2017) as well as Glen Cameron at the Missouri University of Journalism school refers that, public relations as the strategic management of competition and conflict for the benefit of one’s organization. There were many definitions of public relations, it’s necessary to remember some important keywords that are used in most definitions that frame current modern public relations.

Planned: public relations are activity is organized. Solutions to problems are discovered and logistics are throughout, which the activity taking place over some time, its systematic requiring research and analysis.

Deliberate: public relations activity is intentional. It is designed to influence, gain, understanding, provide information, and obtain feedback from those affected by the activity.

Public interest: public relations activity should be mutually beneficial to the organization and the public; it’s the alignment of the organization’s self-interest with the public’s concerns and interests.

Performance: Effective public relations are based on actual policies and performance. No amount of public relations will generate goodwill and support if the organization has poor policies and is unresponsive to public concerns.

Management Function: public relations are most effective when it’s a strategic and integral part of decision making by top management. Public relations involve counseling, problem-solving, and the management of competition and conflict.

Two-way communication: public relations are not disseminating information but also the art of listening and engaging in a conversation with various publics.

Briefly, to understand the basic elements of successful public relations by knowing the following words: deliberate, planned, performance, public interest, two-way communication, strategic management function. The elements of public relations just described are part of the process that defines current public relations. (Education, Pearson, 2012)

Organizational Functions of public relations

Today public relations are everywhere. It’s becoming a very important aspect of every business or organization around the world, not just for-profit organizations but nonprofit organizations also need to practice and have public relations to communicate their purpose within the community which is public relations allows this to happen. There are several publics with which the public relations practitioners must correspond with and each requires a different means of communication. (Salwa, 2018) Internal publics are inside the organization such as employees, managers, and stockholders. External publics are those not directly connected to the organization for instance press, government, educators, customers, suppliers, and the community, each public plays a key role in the public relations of the organization. (MLA, 2015)

Always, most of the managers assume that public relations are simply a department or simply spokesperson for the industry to spinning a sample message designed to their benefit. But the organizational functions of public relations comprise multiple specialties designed to help a company manage its relationships with key stakeholders. Every organization owner

should be aware and think about these functions to increase their organization, increase brand awareness, widen employee engagement, and influence local or federal regulations.

Internal relations specialists

Internal relations practitioners bring up communication between an organization and one of its most important assets; its employees. Internal relations practitioners help the company manage organizational change, establish an employee feedback system and help create a leadership responsibility, and report company news to employees through newsletters, social media, and their website or sometimes sending email to everyone.

Investor relations specialists

Investor relations practitioners combine public relations, financial and business expertise to make and maintain communication between the organization and its investors. (Gregory, 2010) The work of an investor's relations practitioner should be writing the organization annual reports, participating in financially related news conferences, running shareholders' meetings, and overseeing compliances with your arrangements.

Media relations specialists

Better relationships and build proximity with journalists can help a weak organization make name or brand recognition with its industry, consumers, or community. Media relations practitioners create trust between an organization and journalists by providing timely and true and integral information, simplifying interview requests, and providing pictures, graphics, or story ideas. As well they train organizations managers to succeed in news interviews, also crisis planning falls to media relations specialists. (Ukaj, 2016) Working with organization managers, they monitor issues that may erupt into a communication crisis, plan talking points, and provide logistics for instance reserving space for an impromptu press room.

Government relations specialists

Government relations specialists ensure that organizations have a vice in federal, state, or local regulation affecting their operations. Such specialists monitor legislation, educate lawmakers about how an initiative will affect the business, and mobilize employees, shareholders, or other stakeholders to contact legislators in support of or opposition to a proposal.

Research specialists

Research specialists can help to allows a company to predict the success of its communications initiatives and know their impact, research specialist uses a range of tools, for instance, surveys, focus groups, content analysis, and face-to-face interviews, to define a communication challenge or opportunity facing an organization, or evaluate the impact of an organizations media campaign. As well as public relations professionals depend on research specialists to provide the hard financial data that can persuade organization leadership to invest time or resources into a communication proposal. (Eryn, Travis, 2014)

Public relations as a management function

Successful or brand organizations and companies usually have several management functions to help them operate at their maximum capacity, research and development, finance, legal, human resources, marketing, and operations. These all functions efforts for development and benefit of organization that efforts will bring success to organizations, public relations unique function is to help maintain relationships with all of its key publics

and stakeholders by successfully communicating with these groups, because of communication is a key component of satisfying, trusting relationships with stakeholders, public and customers. (Gilaninia, 2013)

Public relations bring success to organizations and provide the greatest value to the company when it is used strategically. In a successful company all these major functions working together by a common set of strategies that tie into an overall vision of the future and an underlying set of values. An important component of this set of strategies is a communication strategy, for instance, it will be difficult that all employees of the company know that strategy and their role in executing it. Most unsuccessful companies ultimately depend on the confusion caused by poor communication, which is to lose their customers.

Furthermore, to getting employees, a successful company should also communicate successfully with their customers, suppliers, and shareholders. (Okafor, 2014) For each key public, a set of messages must be developed as well as a plan to reach the public most efficiently. Although public relations have a unique and important function within organizations, it is always doing differently depending on the role the top communicator plays within the organization.

Generally, public relations practitioners can be communication managers who organize and integrate communication activities, or they can be communication technicians who simply write and create messages. Communication and public relations experts together argued that four specific roles: the technician role and three types of communication managers.

Communication technician's role: many specialists begin their careers as communication technicians; this role requires executing strategies with the communication tactics of news releases, website content, blogs, media placements, position paper, social media messaging, employee newsletters, and speeches. Specialists in this role are always not involved in defining difficulties or problems and highly solutions, but base their tactics on the technical skill of writing. (Mann, 2013)

Expert prescriber: it is similar to the doctor performs with a patient: he or she is an authority on a particular industry, problem, or type of public relations and is given the primary responsibility to handle this function as a consultant or with little input or participation by other senior management. (Anggreni, 2017)

Communication facilitator: is a boundary spanner who listens to and brokers information between the company and its key publics. The goal of this role is to provide both management and the public the information they need for making decisions of mutual interest.

Problem-solving facilitator: is cooperates with other managers to describe and solve problems, this role wants that the professional is a part of the dominant coalition of the company and has access to other senior managers. The problem-solving facilitator aids other managers' think through organizational problems using a public relations perspective. (Uzunoglu, 2012)

Finally, technician role spends the majority of their time writing, producing communication messages and communication managers are involved in the strategic thinking of a company and can be able to carry out research and accounted and share data that inform better decisions for managing relationships with key publics and to achieve organizational

goals. As well as These efforts are not limited to communication strategies, but including monitoring an organization's external environment, scanning for issues that might impact the organization, and helping an organization adapt to the need of its stakeholders.

Conclusion

Public relations literature tends to suggest that public relations scholars and public relations professionals generally embrace different concepts to assess public relations effectiveness; organizations are social entities that are goal-oriented, deliberately structured activity systems linked to the internal and external environments, which is the interest of every organization is to function effectively and achieve its primary goals and objectives. An organization cannot function effectively without effective communication which is the principal function of public relations. Also, public relations roles are very critical toward increasing successful organization and be a branding company, public relations practitioners can be communication managers who prepare and integrate communication activities, or can be communication technician who simply writes and create messages. As well as this study examined that every public relations practitioner can be a good communication manager and can be a communication technician.

Furthermore, this paper finds out every organization owner should be aware and think about these functions to increase their organization, increase brand awareness, widen employee engagement, and influence local or federal regulations, the organization may have these valuable skillful practitioners for their public relations that to improve and achieve their organizational goals, for instance, internal relations practitioners, investor relations practitioners, media relations specialists, government relations specialists, and research specialists, if the organization would be small these all specialties maybe performs two or three specialists if the organization would be great every part is very necessary to have special practitioner.

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