



PUBLIC RELATIONS: A FUNCTIONAL ANALYSIS OF THE OBJECTIVES OF KURUKSHETRA AND BHIWANI DISTRICTS OF HARYANA

DR. AJAY KUMAR, Assistant Professor, Dept. of Journalism & Mass Comm.,
A.I.J.H.M.College Rohtak.

Abstract: *Today Public Relation does play a significant role for establishing a harmonious relationship between government and the people belong to different strata of society in rural and urban areas of state. The present study examines the objectives of public relation department of Haryana. It is an empirical study, based on comparative study of Kurukshetra and Bhiwani districts of Haryana. In this context, there were 100 respondents, who have responded in accordance with changing development scenario. In order to get the desired results, a Hypothesis has been developed in accordance with responses, given by the respondents, belonged to Kurukshetra and Bhiwani districts of Haryana. In order to testify a Hypothesis on responses, a t-test has been used to get the desired results. The findings indicate that there is considerable regional disparity on multi-faceted views on the objectives of public relation department of Haryana which has been justified by t-test for observed data, taken from the respondents, belonged to these two districts of Haryana, taken for study.*

Key words: *Functional Objectives of PR, changing development scenario, Hypothesis, t-test, regional disparity of responses*

ISSN 2454-308X



9 770024 543081

INTRODUCTION: The ‘Public Relations’ department has been playing a vital role to establish a relationship between the people and the government. In order to examine the views of respondents, and the functioning of the government in accordance with changing development scenario, various studies have been carried out by the authors and scholars, belonged to different streams. In order to throw an adequate light on ‘Public Relations’ various authors, had different views on this concept. According to Charter Institute of Public Relations, *The ‘Public Relations’ is a strategic management function that adds value to an organization by helping it to manage its reputation”* A wide variety of tactics and tools are used to manage and promote the reputation of company through news, speeches, seminars, etc. Today, Public relations have a very significance for developing the image of development and maintaining it’s through its existence. Most of the text considers the establishment of publicity Bureau in 1990 to be founding of public relations profession. However, academic have found early forms of public influences and communication management in the ancient civilizations during the settling of the new world and during the movement to abolish slavery in England. Basil Clark is considered the founder of ‘Public Relation’ in the United Kingdom for establishment of editorial services in 1924, through academic Novel Turn ball belonged Turn ball believes PR was founded in British, first by evangelicals and Victorian reforms. In India, the great religious teachers from Buddha and Sankaracharya to Nanak and Kabir were the master communicators. They preached in an idiom which common people founded easy to understand. The rock inscriptions of emperor *Ashoka* were written in local dialects for easy communication. He also sent his own children to Sri Lanka to spread the message of Buddhism from the angle, his daughter Sanghamitra can be described as the first woman public relation executive in the history of public relation in India.

At present, ‘Public Relations’ in India is a review of the history of public relations in the world and India and PR as an essential feature of the management function. The building a cause for citizen-centric public relations, *Vilanilam, J.V. (2011)* has discussed the citizen –centric public relations. In this context, the author argues that in India, PR must be viewed as a development tool geared towards socio-economic progress. A public relation officer attached to a department or ministry of government will not be able to discharge his function adequately and properly if he does not know the problems of the government in it’s entirely. It is necessary for him to have an integrated thinking and approach. He must have a clear concept of the states’ socio-economic development, economic plans and over all view of different sectors, their long and short term perspectives (*Hand book of Public Relations in India 1968*).