

THE ROLE OF PUBLIC RELATIONS IN ORGANIZATION

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Abstract

Public relations are the art and social science of that link inside and outside the organization together. Public relations draw purpose, and how programs. Public relations in organizations in term of work quality means assist to organization management in achieving organizational goals, believe to the transparency affairs and accountability, respect citizens' rights, identify duties and responsibilities of government, the right control of people to the work and the right people in criticize and evaluate programs and practices of the organization and having specific strategies. With the computerization of work, institutional staff decrease and the role of public relations consultants developed. This paper explain public relations and its role of public relations in organization

Keywords: Public relations, Organization, Media, Duties

1. Introduction

The term "Public Relations" was used for the first time in the United States and the United States Post Office Railway Union and in the first decade of the twentieth century, this country was created the office of public relations at the institute. In 1906, the first private company which the public services offered to its customers was created. In 1987 Association of Public Relations (IPR) provides a definition of public relations, which is still used. In this definition, PR is planned and continuous efforts to establish and maintain goodwill and understanding between an organization and its target audience (Skandari, 2004). Words "planning" and "continuous" show that goodwill and understanding itself does not obtained easily and in fact, must "create" and "maintain" and also determined that public relations activities are planned and the purpose of public relations is to create goodwill and understanding. In last definition of the IPR, PR is consider method that the organization use to maintain the credibility, products, services or staff with the aim of obtaining recognition and support. For public relations are also used other words and expressions: Public relations is vital artery and permanent and brain and engine of organization. Public relations are the art and social science of that link intra-and extra organization together. Public relations draw purpose, and how programs. Public relations are a trusted advisor of manager and all personnel; so it is essential that managers and employees can have cent per cent trust him. Public relations must see everything and everything also show beautiful. The present century are called the conquest of space, nuclear, computer, laser and ...

but as interpretations index has been named the communications era that would be like a global village (Armour, 2006). Public relations can be bridge linking between people and organizations.

2. Public Relations, Making Culture and Informing

Although in the present era communication isn't first and most important element need the human, but it can certainly say that it is one of the most basic knowledge and most important development factor in modern humans and other foundation of the present century. Nowadays is the era of informing and there is significant relationship between the power of informing governments with their position in the world (Winch, 1985). Actually nowadays there aren't powerful states with the poor communication. In such a world government is not possible without the benefit of public relations.

3. Duties of the Public Relations

Duties of public relations are now classified into three main categories: 1- informing 2- advertising and encourage 3- seeking cooperation, integration and optimizing affairs.

Scholars have enumerated two sub duties for public relations that include advertisements and formalities that these are public relations tool, not duty, and its purpose and nature. Formalities include: delivery, reverence, acceptance, cooperation, and settle and hospitality guest of organization (Lerner, 1964). Advertisement include: one-sided informing about a particular topic or purpose and include three types 1 - advertisement such as electrical and gas safety advertising on TV 2- deceptive or maneuver 3- face to face. Emphasizing this point is important that advertisement is public relations tool, neither the nature nor purpose.

4. The Position of Public Relations in Organizations

Today's world is a world of communication and in every second, millions of information units are exchanged in the world. Since development of human life improves, thus increase need to information and communication every day increased and nowadays having accurate and up to date information for people is the important and people with more information will be more successful.

Public relations in organizations in term of work quality means assist to organization management in achieving organizational goals, believe to the transparency affairs and accountability, respect citizens' rights, identify duties and responsibilities of government, the right control of people to the work and the right people in criticize and evaluate programs and practices of the organization and having specific strategies and programs are divided into three categories: 1- justifier public relations 2-explainer public relations 3- analyzer public relations.

Justifier public relations is and organization based and manager –based which continually tries to explain the views of managers and their organization benefit and with misrepresentation, concealment, false and misleading and closing real and concrete ways of disseminating information to outside organization with large volumes informing and misleading advertisements trying to show better objectives and activities of the organization. Explainer public relations in its most optimistic form are describes and narrate public relations that move following events and only deals with to illustrations and report them. This type of public relations is lack of strategic planning and executive program and is passive, and without innovation and creativity.

Analyzer public relations is a public relations with program that moves head of affairs, events and trends and improve to levels of management consultants and participates in policies and

policies of organization. The objective of these public relations is promoting mutual understanding with audiences and with confidence and strong reasoning and logic meanwhile safeguarding organization interests protect from the public interest, governments and other organizations. Analyzer public relations recognized desires, needs and attitudes of organization audience and will transfer to managers of organization and by providing technical consultations to organization policy makers can play significant share in policy formulating and executive programs of organization (Botan, 2006).

In public organizations have reliable information, accurate and timely, considering the purpose and structure is an organization's greatest asset and survival of an organization depends on having a reciprocal relationship between internal and external of organization and advertising, and up to date and useful information and appears necessity of the real public relations in public affairs station. In today's world that has broken communication boundaries and human seek to discovery of optimal solutions life and attitude of the society oriented. Scientific principles lead to explore and focus on the interaction conditions and to involve. Undoubtedly, an organization, or an agency cannot be considered unrelated to their island and no need and unrelated from technology and its products (Laver, 1989). Public relations should be based on thinking oriented, collaboration oriented and information-oriented in order to effectively contribute to the effectiveness of the organization and with innovation and modernity, originality and creativity is continually involved and coincide themselves with developments and responding regularly to public opinion.

It seems that keep up the lack of talent innate and degrees is one of the weaknesses of public relations in Iran. Also managers of the public relations should be familiar communication and management. A lot of public relations managers don't have thinking-oriented approach to public relations (Bertrand and Hughes, 2005). Having the capabilities and innate talent for a manager is the important characteristics. Everyone who attended communication studies will not be public relations specialists; because education passing is not at all indicative of expertise in this field. Senior managers should have accurate recognition from the scope of public relations. Public relations are a combination of art and technology to communicate properly with people. A successful public relations director should know as well as the country general culture and however, is somewhat familiar psychological and psychology. Other characteristics of a good and effective public relations manager include an expert in matters of culture-social, benefits of the use of force expert advice from outside the organization, control of activities and mechanism and decisions of organization and ... (Rezvani Gilkalaei, 2008).

If for public relations considered tasks such as informing, make culture, shaping public opinion and public awareness, duty of accountability to public opinion is one of the most important duties of the organization unit so that accountability is contains and results all efforts made public relations. Public opinion is greatest invisible power that creates social and cultural flow and these flows operates stronger than any political. Therefore, before implementing any policy must be provided field of response to public opinion (Cazeneuve, 1974). Public relations by promoting accountability in organizations become effective element in order to clarify social relationships, attraction of confidence public opinion, truthfulness, honesty, transfer of information. With remove the barriers between public relations, media and public and also clearing agencies will be realized interactive communication policy. Experts believe that despite the importance of public relations and effective role of managers in this field in different organizations and ministries unfortunately, there isn't look professional and program to the

public relations and we see that the majority of public relations by addressing to have quick impact work, not important to the long-term plans and do not perform the necessary investment.

5. Need and Importance of Community to Public Relations

Today science and art of public relations is as quasi-civil institutions to facilitate two-way communication between the government and the people and by more complex the need for social system is achieved the development of new knowledge and professional consensus more than before. As far as an institution or organization finds needless from public relations department.

6. Media and Public Relations

Lack of mutual trust between the media (especially newspapers) with public relations is a historical problem that is overall problem effects in social - political structure. These relationships have more challenges especially between public relations and the journalists of the press because newspapers have more critical to the performance organization and governmental powers and devices. The media and public relations have found independent identity and their professional from long time. Discussion of public relations with media and interact media with public relations is associated with its own challenges (Culbertson & et al, 1993). Media usually know public relations as hide and believe that they hide needed the news media according to the interests and needs of their organization and public relations also believe that media don't show news really and against dissemination of news and information related of media, have expected rates of material and spiritual in organizations. Lack of trust social and professional & relationship problem between these institutions directed and making ideas for making is due to underdevelopment of country. Thus the problem posed will be resolved by the growth of democracy in society and response of power institutions and political - social structures (Hirschhorn, 1986). As growth and development media and the press is possible in the same way. Public relations and media are two important factors of informing in community that can together help the free flow of information and organization reputation and trust of people. Public relations should always be proactive for relations of academic and constant with media, in order to take more advantage of potentials in the media and just do not rely on hold meetings of press. To realize it means better and more use of the media power subject to a reasonable and practical engagement with media that share of public relations and efforts to make this relationship is huge.

7. Empowerment of Public Relations:

Serious consideration to the minds of all staff in creating amended, and the safe flow regardless of the political desires and destructive approaches unfortunately it is one of the problems in public relations. Provide effective advice to the Chief Executive Officer will be realized if director of public relations have known science of counseling, psychology, education, sociology, anthropology and ... that this is large gap in many the director of public relations (Daymon, 2010).

Defending position of public relations against irresponsible units and individuals intervention.

Protecting the privacy organization against the contradiction, the lies, threats and ... while it is realized that the public relations director himself is innocent of these issues.

8. Result

In public relations, said: "The customer is always right", it should be strongly emphasized "informing is public relations functions." But perhaps the most important questions in the age of the internet is how can to use e-services to reach the objectives of public relations and more importantly, how can by these services create relationships with customers or audience by public relations. But the things that should not forget;

- A new type of audience is emerging in relation to electronic media.
- Public relations is increasingly changing and expanding.
- Public relations become direct communication techniques to communication technology.

New techniques will change the relationship between public relations and the audience and issues will be updated. However, the informing will remain as continuous responsibility for public relations. By entering to new world which internet is the main character, public relations find new responsibilities that the major ones are as follows:

Finding information: in this stage information is prepared and produced.

Knowing information: in this stage information is formulated and set.

Informing: in this stage information is explained and distributed.

With the computerization of work, institutional staff decrease and the role of public relations consultants developed. Future increases in the number of public relations firms. Public relations will be specialized and turn to specialized tasks. Dimensions and limits of authority of public relations increase. Public relations professionals turn to remote communications. Costs and work of clinical and service will reduced in public relations and will increased role of informing and advisory in public relations.

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