PR AND THE MASS MEDIA: INTERRELATIONS AND INFORMATION GOVERNANCE POLICY

*Rahimzade Vugar Ganjali
Department of Political Sciences, Nakhchivan Section, Azerbaijan National Academy of Sciences
*Author for Correspondence

ABSTRACT
PR industry involves journalists who know the requirements of various media channels, and who have personal and professional contacts, and interrelationship with them should be effective and productive to the maximum extent. At the modern stage the world sometimes depends on the rules set by and analyses conducted by the media. This, for its part, makes the study of interrelationship between PR and mass media topical. The essence of PR includes compromise and a pragmatic approach in order to solve concrete problems faced by public relations specialists. In this context, PR can be described as a tool for manipulation. Manipulation of public consciousness acts as a technology here, so professionals, who can manipulate using this technology, emerge. PR is aimed at building bilateral relationship for ensuring common opinion based on objectivity, knowledge and full provision of information, or common interests and mutual understanding. The essence of PR activity can be defined as adaptation of a company’s policy to interests of the society in line with pragmatic interests of the company itself. For PR success is the existence of true and comprehensive information. Separation of time and priorities at the preliminary planning stage is very important for making a right choice. The activity of PR in the field of public relations involves the process of managing communication between the organization and target audience. In a broader sense, target audience means general public. In this context, the structure of general public features population, self-governing structure, mass media, administrative management employees, public unions, senior government bodies, main audience, as well as production and other sectors.

Keywords: PR, Public Relations, Media, Information, Society, Political System, Public Opinion

INTRODUCTION
In order to cope with internal public and institutional processes, any system with market economy should take into account the interests of rivals, partners, general public and other groups that it directly or indirectly depends on. In the past decades, public relations have seriously influenced the effectiveness of achieving goals. Image, influence, business contact and public opinion increase the efficiency of the political system. It is communications process that lies at the heart of realization of any function of public relations (hereinafter referred to as PR). The mass media are a major tool of public relations, so it is of profound importance in PR. Effective planning of a PR campaign demands analysis of necessary information of the media: TV programs, newspapers, publications, etc. The mass media frequently influences on the process of building public opinion, which is shaped through what they read in the press, hear on the radio and watch on TV. Just as the mass media constitute a crucial factor in public relations, one of the models of PR’s activity is public awareness raising, public enlightenment. PR industry involves journalists who know the requirements of various media channels, and who have personal and professional contacts, and interrelationship with them should be effective and productive to the maximum extent. At the modern stage the world sometimes depends on the rules set by and analyses conducted by the media. This, for its part, makes the study of interrelationship between PR and mass media topical.

Emergence and Development Priorities of PR technology
US President Thomas Jefferson first used the term “public relations” in 1807. In his “Seventh Address to the Congress,” he replaced the words “state of thought” with “public relations.” For Jefferson, “intensification of public relations” was the stepping up of efforts by political institutions with the aim of building the atmosphere of confidence on the national scale. In the early 19th century, the term “public
relations” started to be used as a synonym of “relations in common interests”, and socio-economic intensification of PR resulted in the decrease in the weight of political information. As early as 1882, American lawyer Dorman Eaton was using the term public relations and using it to mean relations for the general good (Eric, 1965). Edward Bernays, a pioneer in the field of public relations and propaganda, argued that the manipulation of public opinion was a necessary part of democracy. The conscious and intelligent manipulation of the organized habits and opinions of the masses is an important element in democratic society. Those who manipulate this unseen mechanism of society constitute an invisible government which is the true ruling power of our country (Bernays, 1928).

In 1948, The Public Relations Society of America (PRSA) was founded, which was followed by the establishment of the society’s PR Code of Ethics and Professional Standards in 1950. The Code is designed to be a useful guide for PRSA members as they carry out their ethical responsibilities. In 1955, The International Public Relations Association (IPRA) was founded in London, grouping 65 countries (Zamyatina, 2013). In 2000, PR Code of Ethics and Professional Standards was amended, highlighting “public relations industry” (Ismayilov, 2001). At that time, PR was described specific professional activity aimed at building mutual understanding and good relations between public subjects (separate individuals, groups, society, various organizations and industrial bodies) (Fedotova, 2003).

**Types of PR: Scientific Approaches and Models**

According to numerous studies, PR can be classified as follows:

First, a transparent (altruistic) approach. Transparent definition is aimed at ensuring “abstract social harmony”. According to authors, this largely applies to mutual understanding between enterprises and public groups. So these relations are described as an abstract harmony which has nothing to do with reality. The founder of the modern concept of PR, who is also one of the authors of this approach, Black describes PR the adoption of a complex of science, art, methods and technologies for ensuring harmony through mutual understanding based on truthfulness of information. “Public relations” is a science about ensuring harmony through mutual understanding based on full and unbiased information (Doskova, 2007; Black, 1990).

The second approach is based on the process of assuring. In PR terminology, this approach is classified as a preferential one. Contrary to previous abstractness, this approach provides for the ensuring of concrete interests of any organization. According to Bernays, a supporter of this approach, “public relations” are a tool to assure general public and guide its move, and at the same time an effort aimed at ensuring harmony of the organization`s relations with general public (Chumikov, 2001).

The third approach is based on pragmatism and fully reflects modern situation. According to Chumikov, PR is a mechanism containing information and technological proceedings, and also a method of building harmonic relations between project participants and environment for the successful implementation of projects (Chumikov, 2001). In this case, PR is aimed at ensuring the successful realization of the project, rather than harmonizing relations with public.

It should be noted that there are two approaches to the emergence of PR. According to the first approach, PR emerged in ancient times (as a means of communication), while the second says PR came to being in the early 20th century (Zamyatina, 2013), which means that PR emerges mostly in commercial circles, building good relations through delivering true information to society. Black writes: «The history of public relations is as old as the history of society. Innovation here is the spread of ideas related to industrialization and rapid development of life and, in this context, the emergence of new communications means. The first necessitated the establishment of relations with society, and the mass media implemented this (Black, 1989).

In scientific literature, Jim and Todd proposed four models of PR theories. The four models in Grunig’s and Hunt’s theories have developed into models by which the practices of today are analyzed and judged by.

1. **PR as Publicity/Press Agentry Model.**
This is a one way communication from the press agents to their publics that uses persuasion and manipulation to influence behavior of an audience (Pianas T.). Accuracy and credibility are not priorities with this kind of model.

2. PR as Public Information Model (Ivy Lee). This model is still a one way communications method but accuracy of the message become more vital.

3. PR as Two Way Asymmetric Model (Edward B.). Feedback is more important to practitioner but the aim is not to improve organizational practices but rather to influence attitudes of their audiences. The goal of this model is to get into the psychology of their audience so that messages can be tailored to get the most effective reaction.

4. PR as Two Way Symmetric Model (Edward B.). This is probably the most ethical method of all the models. The aim of this model is dialogue not monologue. The feedback that the organization gathers is used to change organizational practices.

Statistics suggests that 15% of organizations use the first model, 50% of government and non-profit organizations and businesses) use the second model; 20% of PR agencies use the third model, while the rest of organizations (15%) use the fourth model (http://rosbeez.ru).

One of the acclaimed German PR researchers Habermas believes in the possibility of transferring personal experience in public relations to business in a broader social area E. Bernays almost shares his views. “Business depends on public opinion and cooperation with public” (Bernays, 1928). “Big business, I believe, is realizing this more and more. It is increasingly availing itself of the services of the specialist in public relations (whatever may be the title accorded him). And it is my conviction that as big business becomes bigger the need for expert manipulation of its innumerable contacts with the public will become greater. Another modern phenomenon, which influences the general policy of big business, is the new competition between certain firms and the remainder of the industry, to which they belong.” J. Habermas’ communicative rationality concept can act as a set of theoretical and methodological fundamentals for studying and realizing the prospects of the existence of PR institute, which can result in PR’s becoming a valuable social institution.

In this context, the essence of PR includes compromise and a pragmatic approach in order to solve concrete problems faced by public relations specialists. In this context, PR can be described as a tool for manipulation. Manipulation of public consciousness acts as a technology here, so professionals, who can manipulate using this technology, emerge (Kara-Murza, 2002).

A deeper look at relation between PR phenomenon and cognition reveals the difference of communicative and instrumental type of cognition. According to the theory of communicative rationality, the potential for certain kinds of reason is inherent in communication itself. According to Habermas, the phenomena that need to be accounted for by the theory are the “intuitively mastered rules for reaching an understanding and conducting argumentation”, possessed by subjects who are capable of speech and action (Habermas, 2003). In this theory, there are various ways of judgment based on two approaches for defining the essence of PR. The influence of PR, as a technology, on public opinion is ranked in “subject-object” condition based on social relations. As communication between public and organizations, PR sometimes feature subject-subject type of relations.

The Role of PR in Managing Communication

It should be emphasized that the activity of PR in the field of public relations involves the process of managing communication between the organization and target audience. In a broader sense, target audience means general public. In this context, the structure of general public features population, self-governing structure, mass media, administrative management employees, public unions, senior government bodies, main audience, as well as production and other sectors.

PR controls the level of the target group’s awareness of the issue, its attitude and behavior, and is used, when needed, to change them. PR also serves to define the activity and policy of the organization. In general, PR aims to ensure the adoption of decisions aimed at building mutual understanding between various organizations and human groups, and ensuring more effective activity of the society. Bernays wrote that the three main elements of public relations are practically as old as society: informing people, persuading people, or integrating people with people. Of course, the means and methods of accomplishing
these ends have changed as society has changed. He developed the concept of public relations as “the engineering of consent” which he called “the very essence of the democratic process, the freedom to persuade or suggest. Each PR has four core goals:
- To attract attention;
- To cause interest;
- To gain support;
- To encourage activity.
PR is aimed at building bilateral relationship for ensuring common opinion based on objectivity, knowledge and full provision of information, or common interests and mutual understanding. The essence of PR activity can be defined as adaptation of a company’s policy to interests of the society in line with pragmatic interests of the company itself. For PR success is the existence of true and comprehensive information. Separation of time and priorities at the preliminary planning stage is very important for making a right choice. The activity of PR is based on four different but interconnected pillars:
- Analysis, study and the working out of the issue;
- The drawing up of the program and budget;
- The building of communication and implementation of the program;
- The study and evaluation of results (Black, 1990).
For Bernays, successful companies work at communicating with their publics during both good times and times of crisis. Public relations are used by a wide range of organizations ranging from major corporations, to the government, to activist groups (Bernays, 1952).
Major principles of PR include ensuring mutual benefit for organizations and public, and accuracy of work of those who are engaged in governance; transparency of information; monitoring of all journalists specializing in writing materials in PR system; and ensuring that PR experts tell only truth. However, complete truth is not always appreciated. Defining what can and what cannot be published is one of the important principles in PR.
PR increases the effectiveness of the organization’s activity, and helps to raising the society’s awareness and building pluralism of opinion, and building communication between people with different views and helping them reach consensus, and assists the society in adapting to the changes.
Apart from these positive factors, PR has shortages too. For example, PR can serve limited interests (ethnic lobby), and can be accompanied by hypocrisy.
Relationship between PR and the Mass Media: Mutual Influence Factors
PR is influenced by a number of factors. PR is a two way communication process featuring awareness raising, persuasion and encouragement. In this context, it is influenced by the subject who generates information, information itself, the way of how this information is delivered, general context, timing, as well as social environment.
PR campaign allows public relations practitioners to “play key roles in adjusting or adapting behaviors of [institutional] dominant coalitions, thus bringing publics and dominant coalitions closer together. This win-win approach provides an ethical basis for public relations because it ‘provides a coherent framework for socially responsible practices. (http://media.ls.urfu.ru) PR campaigns are classified as follows:
1) In terms of sphere of realization: campaigns in economic area (commerce); political area; socio-cultural area; recreation and entertainment areas.
2) Goal-targeted PR campaigns feature the following types:
Awareness increasing, persuasion, purposeful change in public behavior.
3) In terms of geographical factors, PR campaigns can be: Global (at the level of global international organizations – the United Nations, UNESCO, and global intergovernmental conventions); Transnational (CIS, European Union, NATO, and others implemented at the level of several countries, regional and international organizations); National/Federal (at the state level); Interregional (at the level of economic and federal districts); Regional (at the level of different regions, federal subjects); Local (at public level).
4) In terms of duration: strategic (several years); quickly (one year); situational (several months).
5) In terms of addressing the problems: reactive and active PR campaigns. Other classifications are based on technological subjects, public mood and emotional influence (http://media.ls.urfu.ru).

In information society, one of the main functions of PR is building relations with the mass media. In order to study interrelation of the mass media and PR services, it is necessary to analyze the use of the media in PR programs.

Let’s have a look at common rules for writing PR texts. In market economy experience, in the early 2000s, the following forms of interrelations between the mass media, PR agencies and corporate areas existed:

1. PR specialists were spreading sponsored material in the media. This, for its part, was happening in two ways. First, professionally written texts were edited based on media service contracts, with the mass media involved in the creative process and bears responsibility for the accuracy of the information; Second, relevant information is mutual and free of charge.

In both cases, the journalist’s position and desire is extreme, balanced and ideal (symbiosis of the mass media and PR).

According to common rules of writing PR texts, the text should be short and clear, featuring common words used in the audience’s everyday practice, and persuasive.

Factors such as information management, formation, segmentation of relevant information flow, the building of information partnership play a decisive role in studying interrelation between PR and the mass media.

CONCLUSION

At the stage of formation of relevant information flow, the maximum size of information related to any issue if transferred from the mass media to the consumer. This can cause a variety of reaction, including criticism, doubts and additional survey.

Segmentation of information flow contains the creation of limited-purpose information flows, and purposeful activity taking into account information and certain rules. This includes hiding (only needed information is featured, with negative facts hidden); shuffling (most important points are brought to forefront); attracting acclaimed mediator (using authoritative source for a targeted group; regulating the results of surveys and rankings (a necessary choice is made to ensure success of the film); choosing quotes meeting interests of target groups; emotional completion of subjective nature; editing (choosing necessary footages and material from a large quantity of information.

Such measures envisages the transition from wide information, which is aimed at increasing the attractiveness of projects, products, organizations and persons, to its fragments, avoiding being noticed by international observers. In order to build information partnership, the organizations should study the ways of respecting the labor of its employees (editors, journalists) and building relations with editors. The most appropriate list (aimed at conducting opinion and topic exchange, and building business relations) should be drawn up, mutual confidence should be built, and transparency and truthfulness should be ensured in order to achieve fruitful cooperation with journalists. This kind of cooperation should be fruitful for both sides. The major criterion in choosing information is in formativeness. This information should be released in a timely manner, and should be of interest for the mass media.

REFERENCES


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