



The Impact Of Public Relations Strategies On Print And Electronic Media: An Empirical Analysis In Visakhapatnam, Andhra Pradesh

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Introduction to Public Relations:

Public Relations emerged as a distinct management discipline during the 20th century, largely driven by advancements in technology, particularly those related to mass media. While its formalization occurred in modern times, its roots can be traced back to ancient civilizations. The art of persuasion and shaping public opinion dates to antiquity. For instance, the Greeks, though unfamiliar with the term "public opinion," recognized its significance with the saying "vox populi vox Dei," meaning "the voice of the people is the voice of God." Machiavelli underscored public perception's importance, asserting that the masses must either be appeased or subdued. Historically, rulers often mingled anonymously among their subjects to gauge sentiment regarding governmental policies. Examples like King Ashoka's stone pillar inscriptions, detailing administrative welfare measures in regional dialects, demonstrate an early understanding of informing and educating the public a legacy that endures on these ancient monuments.

The transformation in communication has reshaped human dynamics globally, creating new ways in which societies interact and evolve. Much of the societal changes we experience today stem from shift in public attitudes, making public relations increasingly significant. As a field, public relations continue to garner global attention, evolving in scope and impact. Its primary aim is to foster effective two-way communication, address conflicts of interest by identifying common ground, and promote understanding grounded in truth, knowledge, and comprehensive information. Essentially, public relations serves as a management function that evaluates public sentiment, aligns organizational policies with public interests, and implements actions to develop understanding and acceptance within the target audience.

India stands as a striking example of diversity, with its multitude of cultures, languages, dialects, religions, and traditions woven together across 4,000 years of civilization. As a nation brimming with developmental challenges and opportunities, its 1.4 billion people represent a vast landscape for public relations and mass media to influence social advancement and cohesion.

Meaning and Definition of Public Relations:

The term "public," widely used throughout this context, refers to any group of individuals united by shared interests. For instance, employees of an organization form an "internal public," concerned with aspects like salary, job security, career growth, and company stability. Meanwhile, "external publics" include those who consume or interact with the organization's products or services. The characteristics of these internal and external publics vary depending on the type of organization they are affiliated with.

D.S. Mehta defines public relations as a strategic approach utilizing information dissemination, persuasion, adjustment, and engagement to garner support for an activity, cause, institution, product, or service. Similarly, Herbert M. Baus frames public relations as an interdisciplinary system that

blends fields such as philosophy, sociology, economics, psychology, journalism, language, and communication to foster mutual understanding among individuals and organizations.

Development of Public Relations in India:

The history of Public Relations in India remains largely unexplored. However, insights gathered from conference discussions, scholarly works, practitioner analyses, and the limited literature available allow us to trace its evolution over the last century. The formal documentation of PR history in India is still in its early stages. However, insights drawn from public relations conferences, scholarly works, practitioner papers, and available literature allow for a tentative outline spanning the last century. M.N. Kaul divides India's PR evolution into four key phases the early stage, the emergence of conscious PR, the era of Indian Independence, and the professionalization phase. The early stage was characterized by efforts driven more by philanthropic motives than calculated strategies, lasting until World War II. For instance, in 1912, Tata Steel (TISCO) established operations and built Jamshedpur as a model township with amenities like housing, water supply, electricity, free primary education, and medical services.

On the political front, Mohandas Karamchand Gandhi redefined public messaging with strategies that had far-reaching impacts. Campaigns like the Salt Satyagraha, the Dandi March, and the Civil Disobedience movement wielded nonviolent resistance as an instrument against British colonial rule. These efforts demonstrated Gandhi's remarkable prowess as a communicator capable of swaying both government authorities and mass sentiment.

Kaul identifies the second stage as the phase of conscious PR development, which commenced during World War II and remains significant today. This period saw an active shift as public opinion gained prominence alongside the emergence of widely circulated newspapers and influential press networks. World War II further underscored the importance of mobilizing public support. In response, the Ministry of Information and Broadcasting was established to manage propaganda efforts and bolster pro-war sentiment through units like War Purposes Exhibitions, the Films Division, and the Central Bureau of Public Opinion.

The Role of Media in Public Relations:

Public relations relies heavily on media platforms both print and electronic to disseminate persuasive messages aimed at shaping public perception around individuals, organizations, or products. Corporations often leverage advertising for PR purposes, but other forms of media contribute equally. For instance, patriotic campaigns like the Fourth of July in the US serve as public relations tools to instill national pride. Historical examples highlight how figures such as President Teddy Roosevelt used a press secretary to manage his public image, while industrial titans like Rockefeller employed PR strategies to repair their reputations after controversial events including hiring Ivy Lee, widely regarded as the "Father of Public Relations."

Public Relations Before Indian Independence:

Globally, the era between 1929 and 1941 witnessed profound economic, social, and political transformations accompanied by unprecedented levels of propaganda and PR activity. The Great Depression (1929-33) brought an increased emphasis on public relations as businesses recognized the importance of communicating their contributions to broader economic stability. These developments signalled foundational changes in how organizations engaged with their audiences during uncertain times.

Public Relations Practices in Modern Times:

Mahatma Gandhi managed to create profound trust and unity among Indians, inspiring people from all walks of life to come together for the cause of political independence. What enabled Gandhi to succeed in his mission to lead a nonviolent struggle against the powerful British Empire? Gandhi believed in fostering direct communication with individuals both within India and abroad. Through his writings in *Young India* and *Harijan*, he shared his vision. He travelled across the country, organized gatherings, and tirelessly addressed people until he felt confident that they understood his mission and their role in it. His unrelenting efforts helped galvanize a nation into action and laid the foundation for a united struggle for freedom.

Public Relations Practices in the Post-Independence Period:

The post-independence era marked a significant shift in public relations practices in India. Industrialization in the West and its cascading effects on India spurred the need for organized public relations and management initiatives. Following independence, new political, social, economic, and cultural institutions emerged; giving rise to PR activities that supported these developments. Innovative communication programs were introduced, and several new media channels gained prominence. Two major factors contributed to the expansion of PR during this time: the

establishment of governmental institutions such as Parliament and State Legislatures, and the implementation of policies like the Industrial Policy Resolution and the Industrial (Development and Regulation) Act. These developments catalyzed the growth of professional PR practices tailored to a modern, independent India.

Key Tools of Public Relations:

Mass media platforms such as print (newspapers and magazines), television, radio, films, documentaries, outdoor advertising (billboards and posters), and others form the backbone of a nation's public information network. Within this framework, public relations play a critical role by connecting organizations with the public effectively.

The Press:

Often referred to as the "Fourth Estate," the press wields immense influence in society. For organizations, it serves as a powerful channel to reach diverse external audiences while providing what is colloquially called "third-party endorsement" through unbiased news coverage and editorial opinions. However, managing press relations effectively requires skilful handling careless or underprepared interaction with the media can harm an organization's image. Managing press relationships is considered one of the most challenging aspects of PR practice, requiring practitioners to navigate interactions with humility, tact, and professionalism.

Press Conferences:

Organizing press conferences is a critical but selective part of PR activities. They should only be held when the subject matter warrants direct interaction between an organization's spokesperson and media representatives. For instance, a press release may suffice for smaller announcements, but significant events such as new policy declarations, product launches requiring demonstration, or discussions surrounding high-stake issues like labour-management disputes may justify a press conference. A skilled PR specialist must assess if a face-to-face dialogue is necessary to achieve communication objectives.

The Rise of Print Media in India:

India is home to one of the world's largest print media industries, with its roots dating back to 1780 when James Augustus Hickey launched India's first newspaper, The Bengal Gazette. This publication set the stage for a flourishing print industry. Later milestones included the appearance of the Bombay Herald in 1789 and its successor Bombay Courier in 1790, which subsequently merged with The Times of India in 1861. The first Indian language newspaper, Samachar Darpan, was published in Bengali on May 23, 1818, by Serampore Mission Press, marking yet another significant development in Indian journalism.

Media Relations:

The Heart of PR Media relations encompass one of the most fundamental activities within public relations. Maintaining productive relationships with media outlets demands time, effort, and a strategic approach. Key tools for fostering strong media relations include organizing press briefings, facilitating facility tours for journalists, and hosting press conferences for major announcements or events. These interactions help build rapport with media professionals and ensure accurate communication between organizations and their audiences. By effectively mastering these tools and principles whether through historical examples like Gandhi's legacy or through contemporary practices public relations retain their role as an essential mediator between organizations and society at large. It is this dynamic discipline that helps shape public perceptions and foster meaningful dialogue in an ever-evolving world.

News Papers:

Newspapers hold significant historical importance in India, with James Augustus Hickey often recognized as the "father of the Indian press." He launched the first Indian newspaper, the Calcutta General Advertiser or Bengal Gazette, in January 1780 from Calcutta. The emergence of newspapers in other regions followed, with the Bombay Herald being the first from Bombay in 1789, succeeded by the Bombay Courier in 1790. The first newspaper published in an Indian language was the Bengali daily Samachar Darpan, which made its debut on May 23, 1818, from the Serampore Mission Press.

Daily Newspapers:

A daily newspaper is published every day, often excluding Sundays and certain national holidays. Saturday editions, and where applicable, Sunday editions, are generally more extensive, featuring additional specialized sections and advertising supplements, which make them slightly more expensive. Most staff in daily newspaper offices typically works from Monday to Friday, meaning that the Sunday and Monday editions often rely on pre-prepared materials or syndicated content.

Such newspapers are predominantly distributed in the morning, while afternoon or evening editions cater more to commuters and office workers.

Weekly Newspapers:

Weekly newspapers are widely available and are usually smaller in size compared to dailies. There are also newspapers published two or three times a week which, particularly in the United States, are still categorized as weeklies.

National Newspapers:

Almost every country has at least one newspaper that enjoys nationwide circulation, distinguishing it from regional or local newspapers that serve specific cities or areas. In the United Kingdom, there is a wide array of national newspapers, such as The Independent, The Times, The Daily Telegraph, The Guardian, The Observer, The Daily Mail, The Sun, The Daily Express, and The Daily Mirror. However, in countries like the United States and Canada, the number of national newspapers is relatively fewer.

International Newspapers:

A select group of newspapers cater to an international audience. Some publications, like The International Herald-Tribune, have historically focused on global readership right from their inception. Others, however, are national publications that have been adapted into "international editions" to reach broader audiences across borders.

Magazines:

Magazines, much like books, are issued by publishing houses, but they typically have a shorter lifecycle due to their time-sensitive content a hallmark of periodicals. As a result, their design and format differ noticeably from books. The magazine industry covers a wide range of publications, including trade magazines, academic journals, and illustrated features.

Brochures:

Organizations frequently utilize brochures or booklets for various purposes explaining a new initiative, promoting a product, detailing a process, seeking donations, or marketing goods or services. These materials are cost-effective to produce, relatively quick to create, and can be visually appealing if crafted with care. While professional designers or agencies often manage their creation, it is crucial for public relations practitioners to grasp the fundamentals to contribute effectively to the process. Brochures belong to the realm of commercial printing and are often distributed alongside newspapers and magazines. Unlike periodicals, they are not published regularly and typically have low print volumes. Modern brochures are usually printed in color and may come as folded sheets or bound copies.

Printed Literature:

Publicity materials are essential for almost every organization, whether focusing on products or services. Printed literature can take various forms brochures, leaflets, booklets, direct mailers all serving the purpose of informing or persuading target audiences about a product, service, or idea.

Electronic Media:

The twentieth century saw the emergence of electronic media alongside traditional print communication methods. This evolution persists today, driven significantly by advances in computers and the internet. In addition to digital mediums such as websites and social media platforms, electronic media also encompass traditional platforms like radio and television as well as their physical storage counterparts like CDs, DVDs, and animations. Together with print media, these electronic formats form an essential part of modern communication networks.

Radio:

In India, radio stands out as an indispensable tool for public relations practitioners, reaching over 95% of the population. As a portable and accessible medium, it surpasses other platforms in its outreach capabilities. Despite being categorized as a mass medium, radio offers a unique personal connection through the spoken word, making communication more engaging and direct. The legal landscape supporting freedom of speech and expression, guaranteed by the Constitution under Article 19-A, has been pivotal in fostering mass media growth, alongside other freedoms like movement, assembly, and cultural activities. This synergy of rights has significantly propelled the development and influence of radio as a communication platform.

Television (TV):

Television made its debut in India in 1959, albeit on a limited scale. Its establishment was supported by organizations such as UNESCO and contributions from several countries, including the USA, West Germany, Yugoslavia, and Japan. TV emerged as a transformative force in communication due to its multifaceted nature it merges printed text, spoken language, visuals, colors, sound effects,

animation, and music into an impactful narrative. With the advent of satellite communication, television's reach has become global. As a highly engaging mass medium, TV offers immense potential for public relations professionals to deliver persuasive messages to a broader audience.

Film/Videos:

The invention and evolution of films first silent and later with sound represent a groundbreaking shift in the realm of mass communication. This transition from text to visual storytelling profoundly changed the way people interpret and relate to information. The film medium allows audiences to see concepts rather than simply read or hear about them, reinforcing its place as a powerful vehicle for communication.

Outdoor Advertising:

Outdoor advertising seamlessly integrates into societal landscapes through billboards, hoardings, and posters that capture attention the moment people step outside their homes. As dusk arrives, vibrant neon signs transform urban areas into vivid displays of colour and creativity. While environmentalists raise concerns about its impact on visual aesthetics and nature, the medium's ability to deliver bold messages ensures its longevity in marketing strategies.

Online Newspapers:

The *Diario de Pernambuco*, established in 1825 as South America's first newspaper, laid the groundwork for journalism in the region. With the advent of the Internet, traditional print newspapers have evolved into online-only publications that leverage digital technologies for broader accessibility. A pioneering example of this transition includes *The Weekend City Press Review*, which debuted in 1991 as a subscription-based weekly summary of articles from 13 UK newspapers. This trend illustrates how digital platforms can archive vast amounts of content, such as its database of over 60,000 indexed business articles dating back to 1995. Other platforms like the *Southport Reporter* emphasize locality and exclusivity in online journalism.

Online Magazines:

Internet-based publishing offers a financially efficient alternative for magazines by reducing production costs related to paper, postage, and circulation logistics. This shift towards online distribution aligns with technological advancements and changing reader preferences, making magazines more sustainable while broadening their reach.

Organisational Setup of the Central Government:

The Ministry of Information and Broadcasting (I&B) plays a crucial role in disseminating information regarding governmental policies, plans, and programs to citizens across India. Beyond information delivery, the ministry gathers public feedback to evaluate societal responses to government initiatives and coordinates with state governments and entities involved in publicity efforts. Comprising regional offices and mobile units spread nationwide, the I&B ministry maintains a robust communication infrastructure.

Its media ecosystem includes several units and associated autonomous bodies: (1) All India Radio; (2) Doordarshan; (3) Press Information Bureau; (4) Films Division; (5) Directorate of Advertising and Visual Publicity; (6) Publication Division; (7) Song and Drama Division; (8) Research and Reference Division; (9) Directorate of Field Publicity; (10) Photo Division; (11) Registrar of Newspapers for India; (12) Central Board of Film Censors; (13) Directorate of Film Festivals; (14) National Film Archives of India; (15) Indian Institute of Mass Communication; (16) Film and Television Institute of India; (17) Children's Film Society; (18) National Film Development Corporation; and (19) Directorate. Each unit contributes to fostering informed citizenry and promoting cultural engagement across India.

Press Information Bureau (PIB):

The Press Information Bureau (PIB) serves as a key communication channel, disseminating information about the policies and programs of the Government of India to the public through the press. It also plays a vital role in apprising the government of public opinions and reactions as captured in media outlets. Through its 30 regional and branch offices, interconnected via a teleprinter network, the PIB releases news updates, features, articles, background information, and more in English, Hindi, and 13 regional languages. Additionally, the Bureau manages a range of publicity-related logistics, including housing; telephone services, medical support, travel arrangements, and customs clearance.

Film Organizations:

Established in 1948 with its headquarters in Mumbai, the Films Division captures India's contemporary history and socio-economic progress through newsreels and documentaries. Its overarching aim is to harness film as a medium for disseminating information to both domestic and

international audiences. The Directorate of Film Festivals organizes national and international film festivals within India and facilitates India's participation in similar events abroad. Meanwhile, the Film Finance Corporation, set up in 1960, provides financial support to promote the production of high-quality films to elevate the country's cinematic standards.

Songs and Drama:

Division Operating under the Ministry of Information and Broadcasting, the Song and Drama Division, with 16 regional offices, 41 departmental troupes, and 400 private performing groups, organizes programs particularly aimed at rural, border, and forward areas. These events promote social and economic development ideals cherished by the nation. Notable activities include the operation of the open-air theatre Rabindra Rangshala in New Delhi, which screens popular films at low rates. The division also stages sound-and-light shows combined with live performances. Its events often coincide with national anniversaries, regional celebrations, industrial exhibitions, agricultural fairs, religious festivals, and more.

Field Publicity Directorate Under the Ministry of Information and Broadcasting, the Field Publicity Directorate coordinates public awareness campaigns at both national and state levels through its 221 field units and various state-operated units. These mobile teams are equipped with vehicles, projectors, and generators to serve remote rural and border areas. The units deliver a wide variety of events such as film screenings, public meetings, seminars, song-and-drama presentations, harikathas, qawwalis, and distribute educational materials in collaboration with other government departments like the Song and Drama Division.

Research & Reference Division and NDCMC Part of the Ministry of Information and Broadcasting, the Research and Reference Division plays a significant role in compiling essential reference materials such as 'India: A Reference Annual.' It also generates valuable resources like research papers and background information on current news. Furthermore, the division collects data pertinent to mass communication studies and addresses related challenges.

Registrar of Newspapers for India (RNI):

The Registrar of Newspapers for India is responsible for preparing an annual report on the state of the press in a comprehensive two-volume set presented to Parliament. Additional responsibilities include allocating newsprint supplies, recommending printing machinery imports for newspapers, approving newspaper titles, assigning registration numbers, conducting circulation audits, and collecting annual statements from all publishers across the country.

An Indian Perspective on Development Communication India is navigating its sixth development decade after experimenting with various philosophies around growth over previous decades. In its early stage of development in the first decade post-independence, India focused on national progress through social development initiatives such as community development programs and Panchayati Raj. This phase largely aligned with the Dominant Paradigm embraced by many international community's at the time. By the second development decade in the 1960s, priorities shifted toward modernization through industrialization. Subsequently, during the 1970s continuing even today India adopted models like Participatory Communication and Basic Needs Approach, adapting these frameworks to suit evolving societal requirements.

Development Communication:

Development communication combines two critical components "development" and "communication" each carrying its unique significance. While communication involves sharing messages or experiences through interpersonal exchanges or broader mass communication efforts, development pertains to transformation or progress aimed at social or economic improvement. Although it may vary depending on context, development essentially refers to positive change that uplifts communities through improved living conditions or economic opportunities.

Impacts of Electronic Media on Print Media:

The computer has the potential to enhance traditional books in three key areas without altering the essence or appeal of this enduringly influential medium. These areas are the cost of production, the storage of publications, and ease of access.

Review of Literature:

Aggarwal Vir Bala (2002), in her work Media and Society – Challenges & Opportunities, examines both the challenges and opportunities faced by media and society. She highlights that India, as a pluralistic and multilingual nation with over a billion people, has a diverse range of communication methods. These range from interpersonal interactions to satellite broadcasting, small-town regional newspapers printed on traditional treadle presses, multi-edition dailies produced using advanced

facsimile printing, the world's second-largest broadcasting service, an expanding television network with cable systems, and the rapidly advancing multimedia and internet landscapes.

Aluwaliya J.P. (2007), in his publication *Media Research Methodology*, critically reviews the prominent approaches and concerns of modern media research. His work serves as an accessible guide to research methods, blending insights from both social sciences and humanities to explore media, communication, and culture comprehensively.

Dr. Baia Madhu (2012), in an article published in *Communication Today*, emphasizes that the success of development communication programs hinges on understanding the target audience, as well as the image of both bureaucracy and media professionals. He stresses the critical role of public relations departments, advocating for regular evaluations of these programs. Such assessments can help underscore the relevance of folk media as an effective tool for promoting development initiatives.

Bhanu Pratap Singh (2011), in his work *Print Media*, underscores the significance of the print media industry, which revolves around the dissemination of news through newspapers and magazines. He describes this sector as one of India's most thriving industries, offering glamour and rapid professional growth opportunities that attract young talent. However, he also acknowledges the demanding nature of print media jobs, which require significant hard work and patience.

Dale Jacquette (2000), in his book *Journalistic Ethics Moral Responsibility in The Media*, delves into moral concepts and the ethical dilemmas confronting professional journalists. Supported by contemporary case studies and historical contexts, each topic is explored from a practical perspective to provide an insightful guide on ethical journalism.

Ghosh Subrato (2008), in his study *Growth of Electronic Mass Media*, explores the detailed evolution of electronic mass media. The research encompasses how advancements in electronic media have critically influenced communication methods, thereby altering societal engagement patterns.

P.C. Joshi (2002), in his book *Communication and National Development*, discusses how development communication faces new challenges and opportunities, particularly in light of the development strategies outlined for India's Eighth Five-Year Plan. He points out that radio broadcasting appears to hold immense potential as national planning focuses on decentralization, emphasizing small-scale peasant agriculture and rural transformation.

Joshi Uma (2001), in his book *Understanding Development Communication*, highlights the importance of sustainable development in framing development plans. He argues that technological development should align with ecological balance and environmental sustainability, advocating for a holistic approach in addressing developmental issues for long-term viability.

Nayyar Deepak (2006) sheds light on a wide range of issues in his work on public relations within the realm of communication. He highlights areas such as opinion formation and its measurement, business enterprise, internal and external public relations, government and politics, education, propaganda, as well as ethical considerations, concepts, and campaigns. To address the challenges encountered in these diverse aspects of public relations, he examines the strengths and weaknesses of the processes and methods employed by media professionals.

Ravindran R. K. (2005), in his comprehensive book *"Handbook of Radio, TV, and Broadcast Journalism"*, focuses on the evolving domain of electronic journalism, including radio, television, and broadcast journalism. He emphasizes that while electronic journalism may seem modern, its core purpose remains consistent with traditional journalism: uncovering news and disseminating it to the audience.

Sengupta Aditya (2006), in his study *"Electronic Journalism: Principles and Practices"*, offers a thorough exploration of the foundations and operations of electronic journalism. His work delves into its origins, current state and potential future developments. It serves as a valuable resource for journalism students as well as an intriguing guide for anyone interested in understanding emerging trends in media and digital journalism.

Sharma and Bhatnagar (2004) argue in their book that public relations is not a universal solution to every situation but functions as a multifaceted tool for analysis, action, and communication. They emphasize those public relations activities carry moral implications and should adhere to high ethical standards, given the influence communicators have over public opinion. The authors also highlight that public relations is not a mass medium in itself but relies heavily on mass media for outreach. They note its significant impact on media content, with a considerable portion of news in newspapers, radio, television, and even the Internet originating from organizational press releases or formal statements.

Sharma (2005) explores the critical role of public relations in bridging the gap between a sender's intended message and the receiver's interpretation. Effective communication in public relations, he argues, is the result of a delicate balance between communication principles and PR strategies. He also underscores how public relations professionals must align with overall governmental strategies to ensure coordination and avoid duplication across different departments.

Tripathi A. N. (2009), in his work "Human Values," examines the growing importance of ethics and human values in professional education. He highlights how the presentation style of non-technical and philosophical topics like human values significantly impacts their comprehension and relevance.

Tripathi Narendra (2005), in his book "Development of Mass Communication," elaborates on traditional folk media as a form of people's performance. He describes how folk dances, rural dramas, and musical traditions serve as cultural symbols within communities. These personal forms of communication provide a unique, human touch to supplement the otherwise impersonal nature of mass media programs. By integrating traditional folk media into broader communication strategies, a deeper connection can be achieved with audiences at the grassroots level.

Research Methodology:

The research methodology serves as a critical framework in ensuring a systematic approach to the research process. It is a scientifically purposeful investigation that provides the necessary structure for informed decision-making. The present study involves a diverse observation pool, comprising 300 respondents from various societal segments in Visakhapatnam, Andhra Pradesh. This research employs a descriptive, empirical, historical survey method and offers a comparative analysis driven by primary data collected through fieldwork. The selected methodology aims to examine the status, impact, and challenges faced by print and electronic media in relation to public relations practices within the state of Andhra Pradesh. Integrating historical, analytical, empirical, and descriptive approaches, the researcher has applied an appropriate research model to achieve the objectives of this study.

Objectives of the Study:

Provide a comprehensive profile of the sample print and electronic media selected for the research.

1. Examine the development trajectory of print and electronic media within Visakhapatnam, Andhra Pradesh.
2. Conduct an analytical study of public relations practices employed by print and electronic media in Visakhapatnam, Andhra Pradesh.
3. Undertake a detailed analysis of the importance of public relations practices in the print and electronic media industries of Visakhapatnam, Andhra Pradesh.
4. Analyze how public relations practices influence the brand equity of print and electronic media organizations.
5. Investigate the impact of public relations strategies on the social responsibility initiatives of print and electronic media outlets.
6. Explore challenges faced by print and electronic media in implementing effective public relations strategies in Visakhapatnam, Andhra Pradesh.

Research Questions Examined:

This study has explored multiple research questions related to the public relations practices of print and electronic media in Visakhapatnam, Andhra Pradesh. The key questions addressed include: 1. What are the various public relations strategies employed by print and electronic media? 2. How do these public relations practices influence the brand equity of print and electronic media? 3. What effect do public relations practices have on the social responsibility initiatives of print and electronic media? 4. In what way do public relations efforts impact the goodwill of print and electronic media organizations? 5. What is the role of public relations strategies in shaping the economic status of print and electronic media?

Research Design:

The research design serves as the framework or plan guiding the entire study. In this case, the key aspects of the study have been systematically addressed within the design. An experimental design has been chosen as the foundation for the research. Data collection was conducted through personal interviews, ensuring detailed and first-hand information. Observations were categorized systematically for each district included in the study, with all data collected within a uniform time interval. Convenience sampling was used to select a series of samples from various sub-groups of respondents. As a result, a non-probability sampling method was employed to carry out the study effectively.

Hypothesis:

The study is guided by specific hypotheses, which play a critical role in shaping the research. A hypothesis provides the research with a sense of direction, offering a structured approach to explore

and evaluate specific assumptions about the subject. It allows researchers to validate or challenge their opinions through evidence gathered during the study. The validity of a hypothesis is contingent on whether the research findings support or refute it; should empirical results deviate from initial expectations, the hypothesis may prove incorrect. The specific hypothesis for this study is as follows:

1. The public relations department has implemented a variety of strategies to strengthen relationships and support the execution of its various departmental initiatives.
2. Opinions regarding the effectiveness of public relations practices in print and electronic media vary significantly across different age groups.
3. There are notable differences in perspectives between male and female groups concerning the impact of public relations practices in print and electronic media.
4. Variations in opinions about the influence of public relations practices in print and electronic media are evident among groups with different educational qualifications.
5. Differences in views on the effectiveness of public relations practices in print and electronic media.

Data Collection:

The data collection process focuses on clearly defining the key concepts under investigation. Specific terminologies and precise inquiries were utilized to convey these concepts effectively, while establishing the context in which the data were gathered. Various methods and tools were employed to record the data, ensuring accuracy and consistency. It is worth noting that this study relies exclusively on primary data.

Database:

The purpose of the database is to assess the functioning of the Public Relations Department in Andhra Pradesh. Comprehensive information was obtained from personnel within the P.R. Department, as well as from relevant officials and respondents representing diverse societal groups. These respondents included students, professionals, unemployed individuals, homemakers, businesspeople, ex-service members, and farmers, contributing to a well-rounded perspective on the department's functioning.

Sample Size:

The study engaged a total of 300 respondents across different segments of the population. A stratified sampling technique was adopted to ensure a representative and diverse sample. Interviews were conducted with personnel at various levels of the department's organizational hierarchy, including sections and cells at the headquarters level, as well as PROs, APROs, and other district-level staff. The sample size was deemed sufficient to achieve precise and reliable estimates.

Limitations of the Study:

Despite its scope, the study faces certain limitations: 1. The reliance on selected samples introduces an element of subjectivity when comparing similar factors across varying levels. 2. Practical constraints such as limited time and financial resources restricted the ability to fully realize all desired outcomes.

Data Analysis:

The collected data were subjected to a systematic analysis using SPSS software to generate summaries and actionable insights. This stage aimed to comprehensively analyze responses related to the units covered in the study, with a focus on addressing the specific items under investigation.

Data Analysis and Interpretation:

The study collected data from respondents belonging to diverse demographic groups, including students, employees, unemployed individuals, housewives, labourers, businessmen, shopkeepers, farmers, and others. These respondents shared both objective and subjective perspectives on various issues related to public relations, focusing on different levels of responsiveness. The collected data has been analyzed and categorized based on responses from Visakhapatnam and its surrounding districts. Key findings from the study are summarized below:

Table No. 1. Sex-wise distribution of sample respondents
N=300 (in per cent)

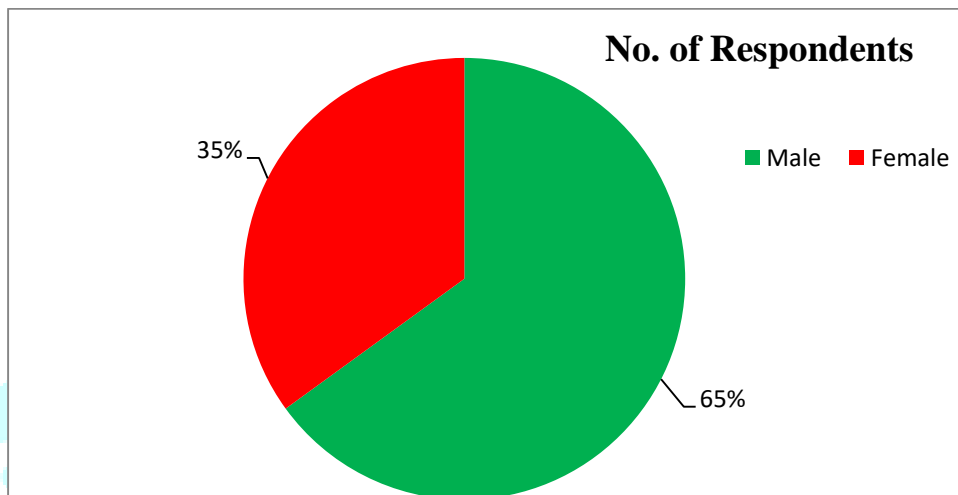
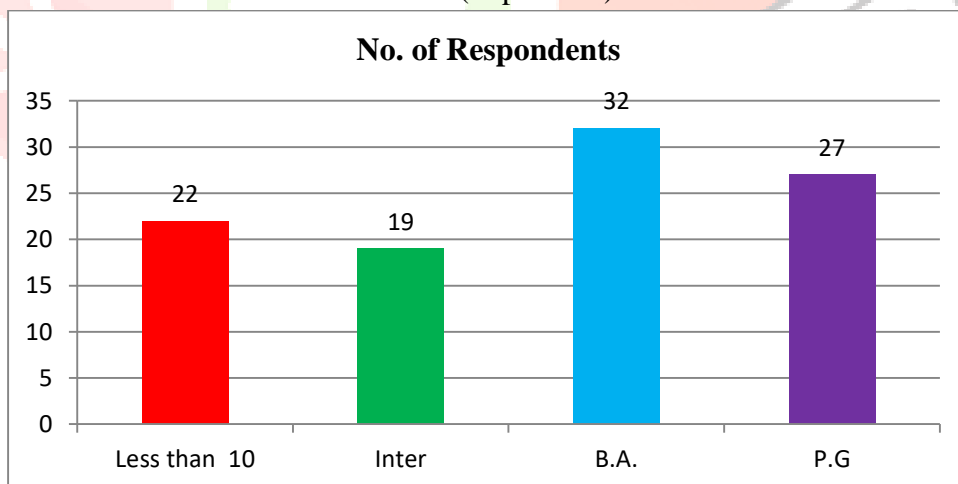


Table 1 indicates the gender distribution of the sample group from Visakhapatnam district (n=300). Among the respondents, 65% were male and 35% were female.

Table No. 2. Education-wise distribution of sample respondents
N=300 (in per cent)



According to Table 2, illustrating educational qualifications of the respondents, it was found that 22% had education below the 10th standard, while 19% had completed up to the 12th standard. A significant 32% were graduates, and 27% held postgraduate or Ph.D. degrees.

Table No. 3. Occupation-wise distribution of sample respondents
N=300 (in per cent)

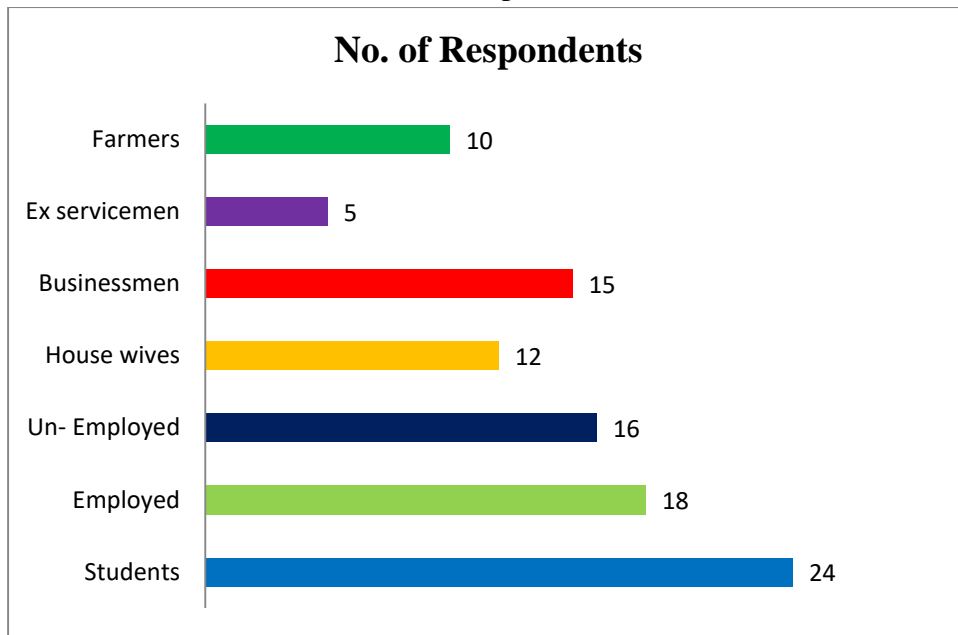


Table 3 presents the occupational structure of respondents. Among the participants, 24% were students, 18% were employed in service roles, and 16% were unemployed. Additionally, housewives made up 12%, ex-servicemen accounted for 5%, farmers constituted 10%, and businessmen represented 15% of the total sample.

Table No. 4. Distribution of respondents possession of
Radio/FM in study area
N=300 (in per cent)

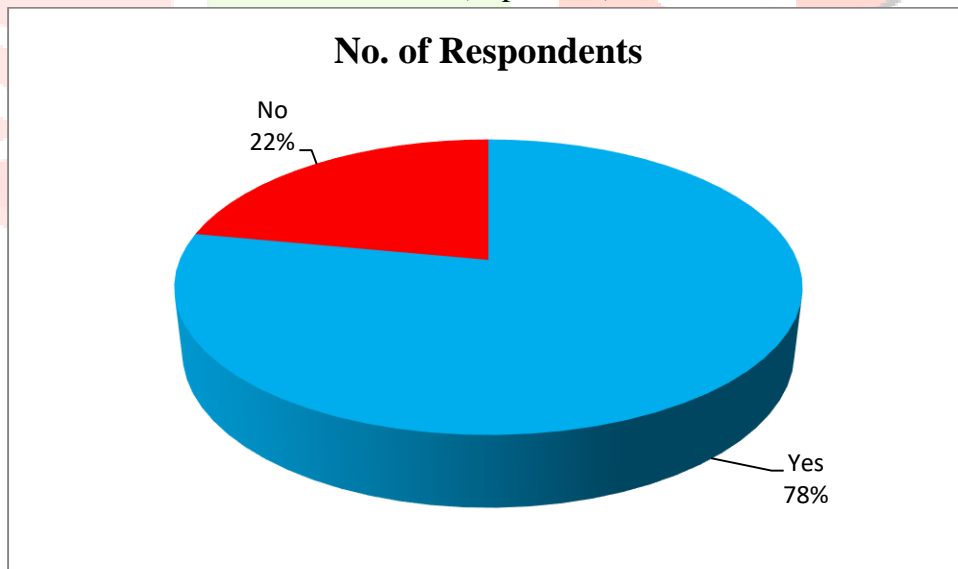


Table 4 examines the availability of radio/FM facilities. It was revealed that 78% of respondents owned radio sets at home, while the remaining 22% did not have access to such facilities.

Table No. 5. Number of Newspapers Read by Respondents

N=300 (in per cent)

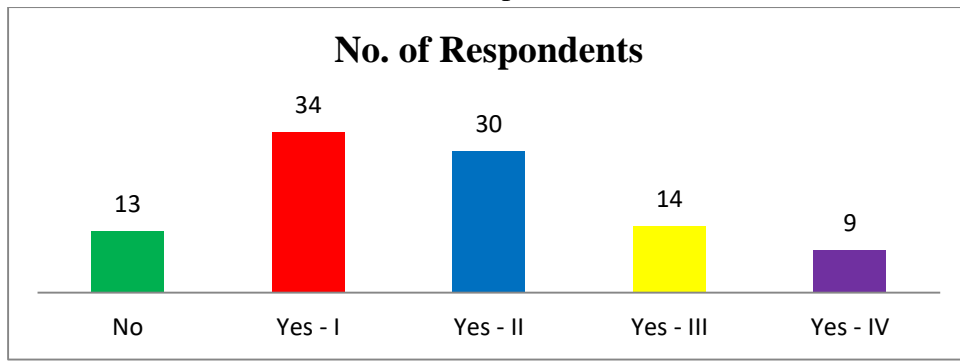


Table 5 analyzes newspaper-reading habits among respondents. The data shows that 13% refrained from buying newspapers altogether. Meanwhile, 34% read news from a single newspaper, whereas 30%, 14%, and 9% acquired news from two or more newspapers.

Table No. 6. Distribution of using of Internet among Respondents

N=300 (in per cent)

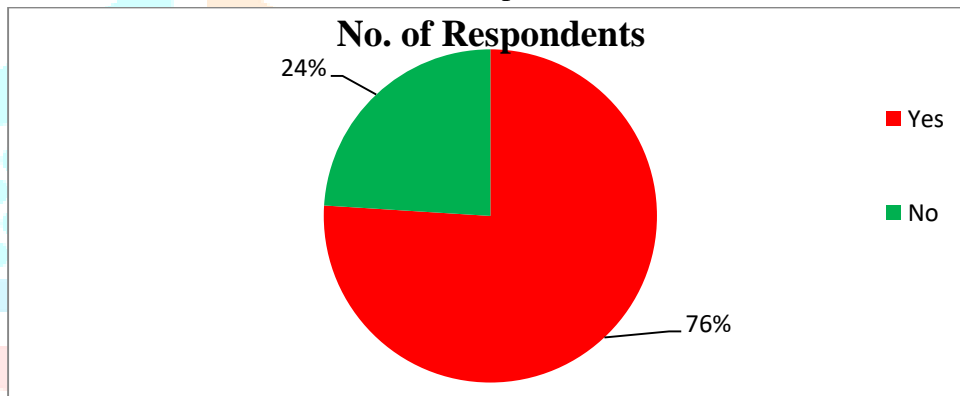


Table 6 focuses on internet accessibility. Here, 76% of respondents reported having internet connections at home, whereas 24% lacked access to the internet entirely.

Table No. 7. Response towards Meaning of Public Relations

N=300 (in per cent)

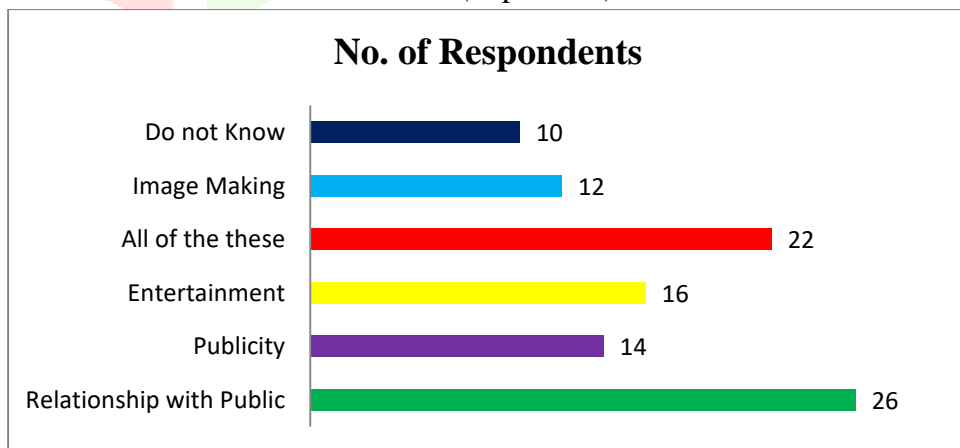


Table 7 explores respondents’ understanding of public relations. Findings suggest varying opinions: 26% identified public relations as “relationships with the public,” while 14% perceived it as “publicity.” Furthermore, 16% associated it with both “relationships and publicity,” and 22% believed it served as a tool for “image-making.” Meanwhile, 12% thought of public relations as a source of “entertainment,” and 10% had no specific opinion on its meaning.

Table No. 8: Response Towards duties of Public Relations Department

N=300 (in per cent)

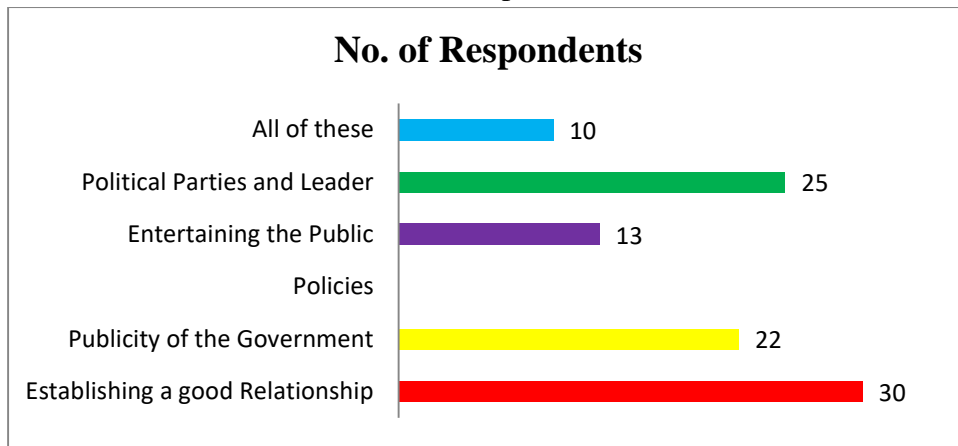
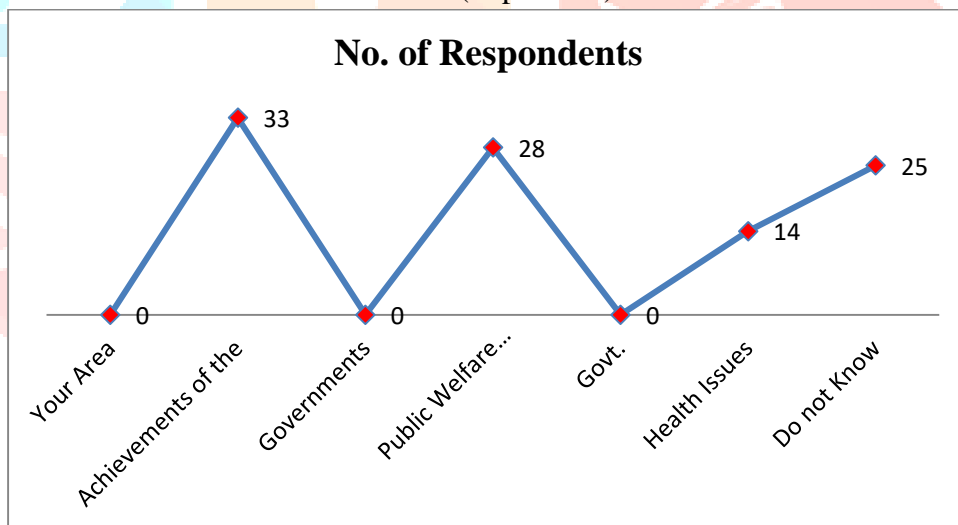


Table 8 delves deeper into perceptions regarding the role of a public relations department. Respondents expressed diverse views: 30% identified its primary role as fostering a good relationship between the government and the public, while another 22% emphasized the department’s focus on publicizing government policies. Additionally, 25% viewed its functions as promoting political parties and their leaders, while only 13% associated it with providing entertainment for the public. Finally, a minority (10%) preferred the option “all of these,” reflecting a varied understanding of its role.

Table No. 9. Distribution of Main Items .Highlights by P.R. Personnel

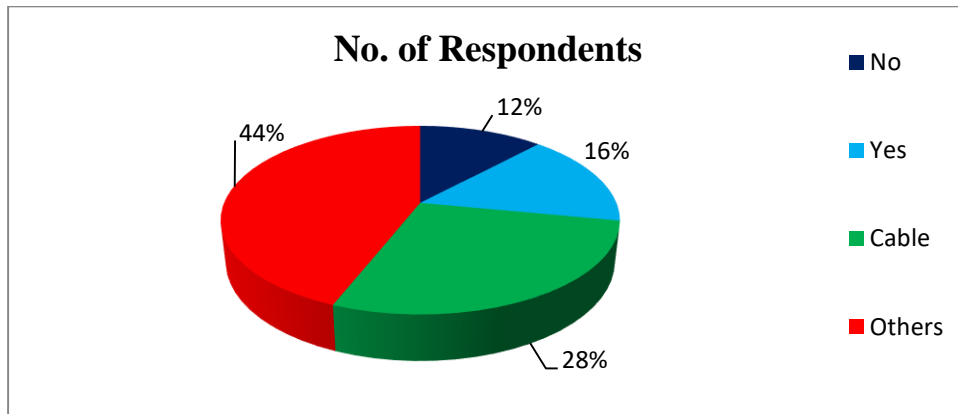
N=300 (in per cent)



Based on Table 9, the data highlights the primary topics of discussion in the surveyed area. Approximately 33% of respondents indicated that issues such as government achievements were the main focus. Meanwhile, 28% pointed to public welfare programs as the major subjects of discussion. Conversely, 14% emphasized that health-related matters were the primary focus. Lastly, 25% of respondents did not express any opinion about the key topics addressed by the Publicity and Public Relations Department.

Table No. 10. Distribution of possession of T.V. Connection with the Respondents

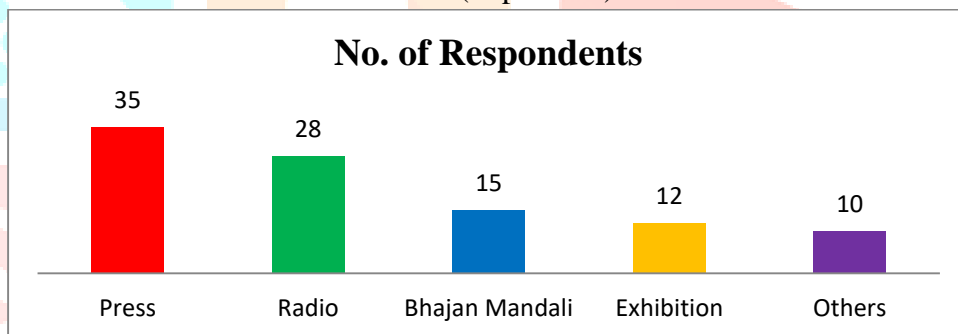
N=300 (in per cent)



Referring to Table 10, the data regarding television connectivity reveals that 12% of the households do not own a TV. In contrast, 16% of participants reported having a basic TV connection, while an additional 28% had installed cable services. The largest group, 44%, used satellite-based 'Dish' services provided by companies such as Tata Sky, Videocon, Sun, and Airtel.

Table No. 11. Distribution of Different mode of Media used by P.R. Personnel

N=300 (in per cent)



In Table 11, which examines the most utilized media for government publicity, 35% of respondents favoured the use of print media like newspapers. This was followed by radio, emphasized by 28%. Only 15% highlighted Natak Mandali as a mode of communication, while 12% mentioned exhibitions. Another 10% referenced other unspecified methods as tools for spreading awareness about government programs.

Table No. 12. Preference wise Distribution of Media used for Publicity

N=300 (in per cent)

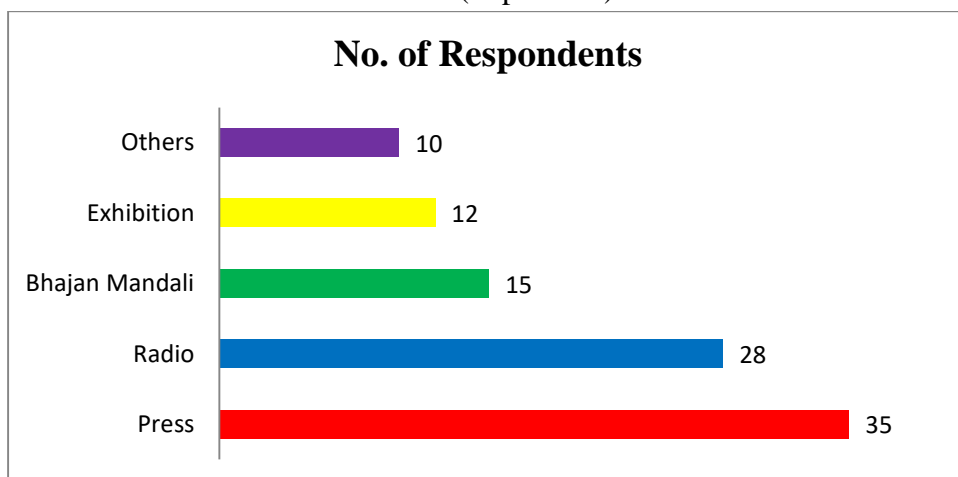
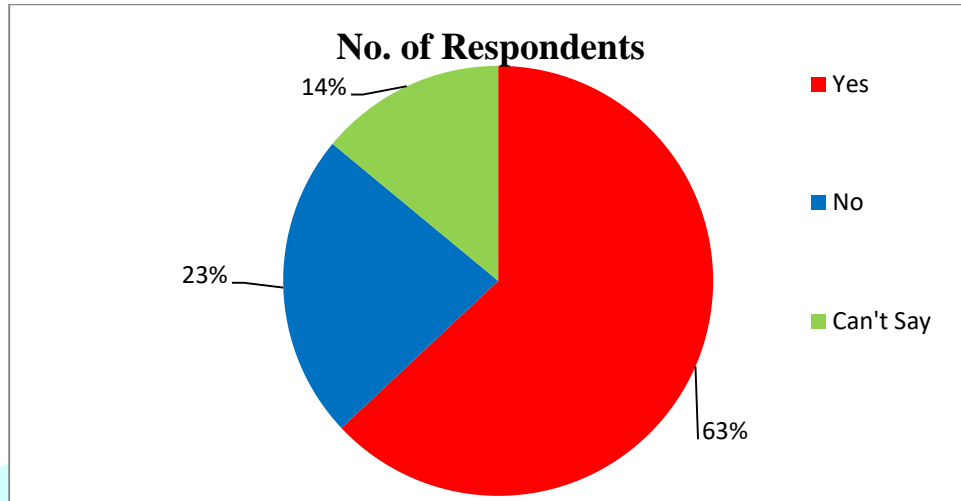


Table 12 delves into respondents' media preferences. Here, 35% prioritized print media, while 28% highlighted electronic media, including television and radio. A smaller percentage—15%—preferred options such as theater, cinema, and cable networks. Additionally, 12% listed bhajan mandlis as effective performers of public relations tasks, while 10% cited various other sources.

Table No. 13. Distribution of Level Satisfaction of Different Mode of Media
N=300 (in per cent)



Turning to Table 13, concerning satisfaction with the modes of publicity used by the department, 63% of respondents expressed satisfaction with these efforts. However, 23% felt the services provided were unsatisfactory. A smaller segment, accounting for 14%, maintained a neutral stance on the matter.

Table No. 14. Distribution of Responses for the role of Public Relations For People's Awareness
N=300 (in per cent)

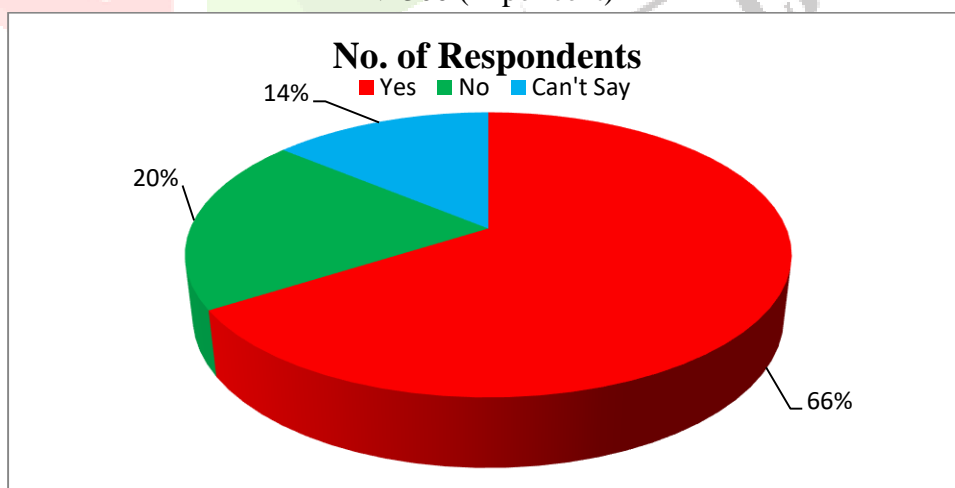
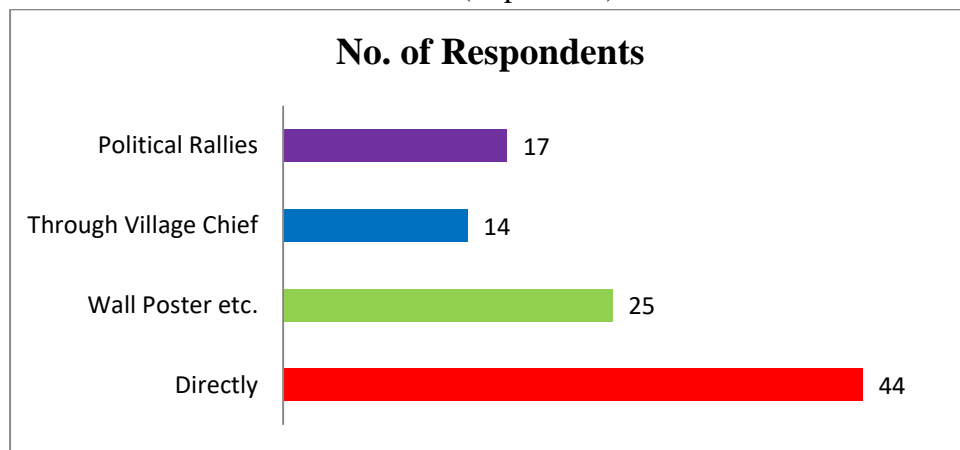


Table 14 highlights respondents' views on the Public Relations Department's role in raising awareness about government-sponsored development schemes. About 66% acknowledged benefiting from these programs. Conversely, 20% denied receiving any such benefits, while 14% were unsure or unable to form an opinion.

Table No. 15. Distribution of Publicity Material to the Public
wise Distribution of Mode of Media

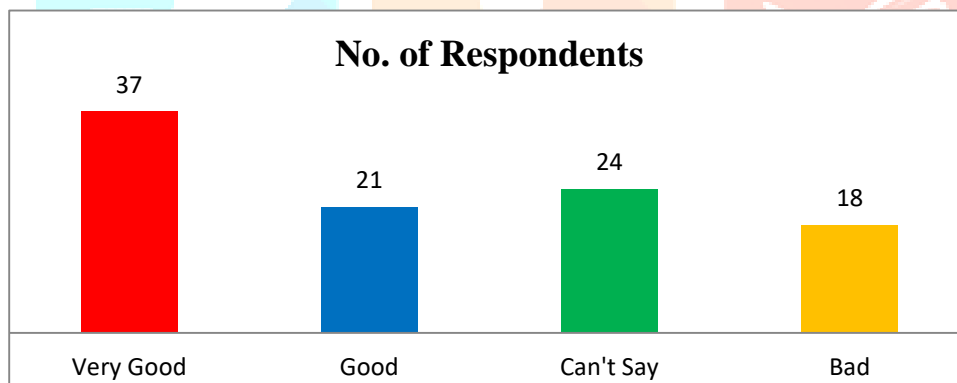
N=300 (in per cent)



As per Table 15, regarding the distribution methods for publicity materials, 44% of respondents preferred direct distribution. Another 25% advocated for wall posters as a means of communication. In comparison, only 14% favored distribution through Panchayat Functionaries. Lastly, 17% opted for a combination of all the mentioned methods for disseminating publicity materials within their communities.

Table No. 16. Response of Evaluation of Functioning of P.R.
 Department of A.P Govt.

N=300 (in per cent)



Finally, Table 16 assesses the overall performance of the Andhra Pradesh Government's Public Relations Department. According to the data, 37% rated the department's performance as very good, while 21% considered it good. On the other hand, 18% rated its functioning as poor. A significant portion 24% chose not to comment on their evaluation of its performance.

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