

Importance of new media in Public Relation

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Introduction

Every human being wants to communicate each other and communication is very needful for life. The educational sector and entertainment sectors increase importance of mediums of media. New media is more valuable because of modernization. Every person and every organization have to communicate with people with their own ideas that are very important to them. Every organisation wants to create a positive image in front of people. Mass communication and mediums of mass communication fulfil their need and create a good image in front of society.

The researcher choose subject "Importance of new media in public relation" for this research we have to study firstly definition of new media and public relation. Introduction of public relation is very important part of this research.

"A good relationship between organization and community is called public relation."

Public relation is also defined as 'the professional maintenance of a favourable public image by a company or other organization or a famous

person".

"A mass communication using digital technology such as internet is called new media."

Maintain good relation with people and create trusty image in them is called public relation =====
Raferd. Barnaz.

Organization having a public relation officer who maintains relation between them. Public relation officer of particular organization place such idea to maintain good relation. Public relation officer of organization took many efforts to maintain good relation between organization and people. Many time public relation officer give his best to destroy confusion between public and organization. If people having a good image of organization that organization become more popular in that area. Public relation officer also develop good relation in between owner and worker of that organization. Turn work and reputation of that organization increase because of public relation officer.

if that public relation officer uses social media that create a impression in public. Many times there is nega-

tive image in public about organization. Many times people can't trust on new organization because of such confusion organization lose their image and also trust. At such stage public relation officer took press conference. At press conference public relation officer try to solve confusion between organization and people. Public relation officer also attract people towards product of organization. Public relation officer took efforts and made positive image of that organization. Because of such efforts turn work of organization increases. New media is very advanced medium of media. It gives fastest results. A public relation through new media is very smart way to create a different kind of image on their own. Public relation is part of advertisement and it is way to create good image in public. Public relation creates trust about organization in public. Public relation is very powerful medium. Public opinion is very important in public relation. Public relation officer is very important post in every government and private organization, private sectors, hospitals, much famous personality also having their own public relation officer. Social media having different kind of sites who gave information about organization and that site maintain by public relation officer to maintain relation with customers. Public relation through new media is very smart and fastest way. Many times public relation officer maintain relations with

different state and also with different countries through social site or new media. It is very smart way that saves time and money and efforts of that public relation officer. Public relation officer send release through new media or through social sites. And after publishing of news he also send scan copies of published news through it.

The history of public relation is very important. At past our Indian culture, past communities, religion is having huge history. History of public relation is also helpful to study public relation and also to understand the importance of new media in today's modernization world. In past there is novels, story books, drama, music, art, drawing, are the ways of public relation. public relation is very powerful sector to earn money. Public relation officers advice is very important to all sectors. In past there was public relation but there wasn't new media so that mediums are very slow than today's advanced mediums of new media.

The method of news paper tracking is very important process in public relation. because of new media it can be easy. Because of face book, sites of news papers, public relation officer easy track his news. Social net working sites, face book, what's up gmail are the different tools of new media. Because of fast news tracking public relation officer give advice to organi-

zation after the proper advice organization establish their own strategy to compete with others. Because of paper tracking public relation officer collect many informative articles, news which are very helpful. Use of new media tools public relation officer read and save such important information very easily.

Example : 1) Many hospitals published valuable advice and information to patients, such information easily read and saved by using advance tools of new media.

2) There is use of new media in public relation at international level when chief minister and VIP personalities on foreign tour.

There is increase in population as per increasing population there is need of public relation officer. Many government sectors need smart public relation officer and many smart public relation officer need new media to achieve fast results. As modernization increases at that time public relation is also increases rapidly. Public relation officer arrange many national and international conference. Because of new media journalist from different countries attend such international press conference from their countries. Public relation officers study basic motto of organization and different kind of policies of organization and also give valuable suggestions to different sectors of that organization. Many countries took part in interna-

tional conference and because of that many countries gathered and do their business. 'Public relation society of India' is head organization of all public relation offices in India. This organization is fulfil with new media. Different kinds of tools of new media used in this organization. There are many valuable websites of public relation, because of such websites public relation sector increases rapidly. Because of new media and websites public relation officer easily send invitations and press releases to journalist. New media is fastest way to conduct international conference. People trust public relation sector more that advertisement sector. Public relation officer conduct press conference and after that journalist analysis that topics and news published after this. People trust on news more that advertisement. Many students follow the ratings of organization while job searching, and such rating is increased as per reputation of that organization. Public relation increase trust and reputation of that organization. Many students study new media and public relation in their internship programs. The growth of organization and workers of that organization is depends upon public relation sector. Many huge projects successfully done by organization but they can't come in front of people, public relation sector put them in front of people through new media.

In 19th century P.T. Barnam is famous public relation officer and Bailey

Sayras is also most famous public relation officer. They gave many important theories to world through public relation. They show easy way of public relation. Public relation sectors become commercial sector in 1903. Sir Jhon.D.Rockfiller announced public relation sector is commercial sector in 1903. After that in 1918 public relation sector having huge growth and become one of the famous sector in world. In 1923 sir Barnaz wrote many thesis and articles on public relation. because of such valuable articles people having awareness about public relation. Sir Advert Barnaz is father of public relation and levee lee is first public relation officer. In todays days there is conference conducted by Dr. L.R. Donelan in Florida university. More than 100 public relation officer attend press conference in Florida university. A valuable guidance book is written by many public relation officer in Florida university. In European countries many books are famous on public relation. In India there are many authors who wrote basics of public relation. many famous writer also create a drawings on public relation. this drawings posted through new media. New students of mass communication and new public relation officers easily understand public relation from these drawings.

Objectives

Aim - To study the importance of new media in public relation

Objectives:

- 1) To study basic concept of public relation.
- 2) To study methodology of public relation through new media.
- 3) To study the different kinds of tools of new media used in public relation

Research Methodology

Qualitative analysis method is used for this research. Because contain can't be measured in numbers. In this method we analysis topic and that is very effective way to complete research. Importance of new media in public relation is major topic of this research. This topic belongs to both public relation and new media. We can take different public relation officers as an sample for this research. For this research methodology and to collect information, researcher will take interview of public relation officer in Pune. Interview means researcher ask questions in details to public relation officers to collect valuable information. Public relation officer in pune use a different kind of new media tools which is very important to their work. Because of this methodology we can achieve a certain level to fulfil our aim. After an interview researcher write that valuable information in his research book and use qualitative analysis method.

- 1) To study concept of public relation through new media. Researcher chooses public relation officers and asks their opinion about it.

Public relation is used for increasing potential of particular organization. Public relation officer also used to business development also. Costumers and people is key factor in public relation ? and detail study of that costumers and people is very important. What are basic requirements to do best public relation are also important. If public relation officer use social media for his work then we have to check is it important for the organization or not ? for that detail study is very important. Many times public relation officer present important presentations from social media. It gave correct idea about the organization.

2) To study methodology of public relation through new media researcher focused on detail structure and process of public relation. Many times public relation officer collect the valuable information from the new media. By using tools of social media public relation officer write invitation of press conference and send it to related media reporters and editors. Then reporters attend conference and published news. If we use new media tools like google to send invitation and release to reporters by mail it save time. Public relation officer collect valuable information through new media that means by using google, you tube. At such case new media save unnecessary extra affords of that public relation officer. After publishing news public relation officer use new media tools like social sites of

the news papers and download copies of paper. This is importance of new media in public relation. Many public relation officer having their own photographer to take valuable photographs of valuable conference. After publishing news in news paper public relation officer make file of that news which was published in different kind of news papers. Public relation officer collect that news in one file that file called docket. That docket is also send through mail to directors of that organization. Mail is one of the tool of new media. If the directors or managers of that organization is out of country at such case they can read docket and reply from mail to public relation officers, thats why new media is very important in public relation sector.

After detail study of methodology of public relation researcher understand some important things like public relation is having start to maintain good relation with media. Firstly attend press conference and meet different journalist and to different people. Then collect information and different views of people. Also present different kind of valuable information from presentation. These are all important methods of public relation. public relation officer also request to a journalist to publish news. The information of circulation of news paper is also important for public relation. such information collected by public relation officer. Public rela-

tion officer also collect information that which paper is most famous having a huge circulation in that area. When people understand that a particular organization is trustful then fast increase in reputation of that organization.

3) To study the different kinds of tools of new media used in public relation

Different types of media tools used in public relation. New media is very powerful media tool. News paper, internet, social sites, email, photography, magazines are different types of media tools in public relation. Public relation is one of the powerful sector of media.

Findings and conclusion

Researcher studied the objectives of this research to find out importance of new media in public relation. after a detail study researcher concluded that the use of new media in public relation is very important. In media 99 % public relation officer use new media. Because of new media public relation officer easily send release and invitation from one country to another. Many reporters from different state can attend important conference through web. Web is one of the tool of new media. So use of new media is very very important for reporters as well as public relation officers.

Referance

Books

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methodology

2) David L, public relation and advertisement,

3) Donald tardavel, public relation

4) J.B Tardvel, basics of public relation
