

Public Relations Profile in Current Postmodern Context

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Abstract

This study is based on meta-analytic method and it clarifies the concept of public relations in our postmodern life. Even we know that the public relations have over 400 definitions, they are adjusting while the times passes and because of that, people from the field of communication and public relation have to be more creative than before. An organization can't promote its image without the instruments of public relations; this mean that every organization that wants notoriety must apply to people from public relations to realize a campaign in order to inform the public about the existence of the company.

A campaign of public relation is a process that have the purpose of development the image of a company and to promote it inside different groups of a society. The public relations campaign is starting from the moment when it's fixing the purposes and then passing into action in achieving its objectives. Every campaign of public relation is based on creative people who are using the instruments of media properly. If in the past was a problem in promoting an image, nowadays it is becoming easier through social media: Facebook, blog, Twitter, LinkedIN, etc.

Keywords: public relations, communication, media, social media, campaign

JEL: Z13, Y80

1. Introduction

Starting with the 20th century, the public relation had known a development of modern means of communication, as emphasized C. H. Botan and M. Taylor: “Public relations is both a professional practice and a subfield of communication with its own research and theory base” (Botan & Taylor, 2004, p. 645). The public relations can be seen as a mode of communication between an organization and its public. They have in their content a clear evidence of the sense and social value of the society. Public relations are used in the social space who is composed of three parts: public space, organizational space and media space with three situations of the process of social communication: public communication, organizational communication and media communication (Hutton, 1999).

Public space is representing by the community through it supports and protects the life of people. It may seem that is a link between a person and the community structure. The public space is valorized through the interest of its public; here, the public time can be easily passed as a cultural time where a person’s state of mind is an expression of the social activism. In every organization, the public relations are in fact a strategy of public communication. Organization space is composed of organizations that can have internal and external public. In this content, the organizational communication is representing a mix of structure and communication process through the organization is adapting at the changes from the external circumstance. The crisis of communication can’t overcome only through a strategy of a public and optimum communication (Ionescu, 2015). The last one is the media space and it belongs of course to the media. It results that the public and organizational space are over the impact of the media. They are controlled by it. We can say that the public relations are represented in fact a strategy and a technology of media communication where the connection between media and society is processed by an action based on the communication with the media and through the media.

The relation between media and the organizational structures are conducted by a series of information necessary in co-working together. Another important factor for this team is that in the first round is given the necessary information for the media to give to its public where the messages from the organization are promoted and can attract people to it.

Public relations generate different activities through the participation of different persons in the activities of public relation; sometimes this may cause confuses. Rex F. Harlow in 1976 said that the public relations are representing the managerial function that can help to sustain and maintain a

limit of communication, a reciprocal acceptance and cooperation between an organization and its public (Harlow, 1976). They imply the information that is necessary for the managers to respond to the public opinion. The public relations are used as instruments to work the research and the communication based on ethical principles.

2. Public relation of an organization

For an organization to have success, it needs a powerful campaign and in order to achieve that, it may take a pass through the most important steps of the communication activity-the planning. So, the most important elements for reaching a campaign are: analyzing the situation, setting goals, establishing the campaign message and establish the strategy and the tactics. Communication is a part of society, including all the organizations. For a person to know in detail every part of the organization that he is a member, the ideas for a campaign of public relation must reach from the company reality. In the analyze of the situation, a good PR must conduct the campaign through the eyes of an analyze called S.W.O.T. (Strengths, Weaknesses, Opportunities, Threats) to catch all the elements from the organization and outside of it. The research is the keyword in this step. This action sets the objectives of an activity of a campaign that help the people from public relation to identify the real problems and to achieve the results.

Setting the goals causes to find the objectives of a public relations campaign, but beside that, it must rely on the analyze from the first step. The objectives are representing the reactions that we are waiting for from the public. If the objectives are formed correctly, they will suggest a proper method of evaluation based on quality and quantity indicators (Coman, 2004; Prună, 2006; Badea, 2008; Voinea, 2015). The third step is representing the establish the message of the campaign. Also, it is known as the main idea of any text that will be in the campaign, starting from the scripts of ads to publish articles on a blog or Facebook. The message must be dynamic and personalized according to the image of the company. So, the message must count on objectives, the profile of a campaign and what are the characteristic of its public target, also which the elements with main character are. If the message will be received wrong, the entire company will be compromised. In the last step, establish the strategy and the tactics, it is very important to know what means the strategy and the tactics.

The strategy represents a general plan to implement, a direction to attack from where will be defined means of actions-tactics. There are plenty

of tactics specifically on public relations from the simple to very complex one (Coman, 2011; Grunig, 2013; Brown, 2014; Strehie, 2015).

The public relations are composed by a process of creation and maintain relations between the public based on the instruments and channels. Also, public relations mean image management.

The activity of the public relations represents a credible way to promote the truthful information. It's important to know that the public relations are like a chess game where in time you visualize the move of the other, you can make a strategy; every details count. The actions of the public relations give power to the organization in order to create a more stabile relationship, based on trust and respect. Another interesting fact about the public relations is that they have double personality as organized and as public. It means that you have to make all the people from a society to listen. Public relations mean critical thinking and ingenuity as well as imagination and intense documentation. Public relation's instruments are handled carefully because they are in a continuous battle with stereotypes, prejudices and unfounded opinions. It results that public relations mean people, education, ethics and prestige. The public relations are important too for the organization in avoiding the attacks from the others competitors. Public relation can be seen in different congress, international reunions, etc. They appear systematically and constant under a direct contact by the companies with different category of public in order to send the message and promote the image (Sriramesh & Vercic, 2003; Carrell & Newson, 2004; Cmeciu, 2010).

A campaign of public relations is a strong process of development a product of a company in a manner to reach notoriety. This process is based on research and conception of a program in order to achieve a permanent evolution of the steps performed. The campaign has to follow two directions: purposes and objectives (Stancu, 2004; Ene, 2011; Stoica, 2012). The first are representing the results that the company hopes to obtain through its actions and the objectives are represented by the steps that the company puts in order to reach the purposes; so, the objectives are in fact actions that must have a signification to realize the purposes. Although, a campaign of public relation has to inform a group of person or even a society about a product or a message, it can have different objectives: awareness of an issue where people are taught how to avoid a problem, public information where the necessity to inform a public about different subjects it's important, public education where the purpose it to prepare a group of person to action for their causes, strengthening attitudes where the purpose is to sustain the

values of an organization and to update them, changing the attitudes, in this case there are many organization that fight against some issues like smoking and changing the behavior where the purpose is to introduce new actions (Kitchen; Kent & Taylor, 2002; Ledingham, 2003; Bratu, 2015).

For a campaign of public relations to have success, it needs to have some characteristics: to define the needs of objectives and public resources through an accurate research, to plan a scheme where the organization show what point wants to reach and through what means the objectives will be realized, to evaluate the campaign in order to highlight the goods and wrongs and to select the media according to each category of people to have an efficient communication between the organization and its public (Wilcox, Cameron & Reber, 1992; Gregory, 2009; Rus, 2010) .

In our days, a campaign of public relations can be easily accessed and seen by the public through social media. Everything that is happening in our society appears firstly on the Internet, even if is on blogs, Facebook, Twitter or other. Through all these social instruments, an organization can be in touch with its public and it can send the right messages. Although, the social media had become a very important part of our life, an organization must be careful about what messages wants to promote because can be interpreted in a wrong way and it may cause a crisis in the image of the company. The faster the society is allowing the social media in their life, the faster the information will be received. People that are working in the field of communication and public relations must be very flexible and easily adaptable to the instruments of the modern society. Social media is the main reason for a campaign of public relations to work or not. It can affect the message and create chaos.

In the paper “Effective Public Relations”, S. M. Cutlip (1962) have identified a series of activities that implies the public relations. A first activity is represented by the writing and the editing of the messages that are included communicates, news print media, letters, ads, reports of activity and newsletters. We know that the writing is one of the most important human activities and is considered a complement of language. A communicate is a work instrument for the journalists where they can find out information about the interested subjects or it can be a final product in order to be published directly. News print media can be a short communication of a social factor of a social process or even a result of an unknown knowledge (Cutlip, Center & Broom, 1994; Cutlip, 2013). The letter is representing a way for the people to communicate with each other or with public institutions. The activity report is an action based on the setting in a formal

way the actions. The last one, the newsletter is a bulletin that appears periodic: trimester, monthly or weekly and it is published by a commercial organization composed of information about different subjects according to the interests of its public (Iorgulescu, 2009; Grabara, Kolcun & Kot, 2014; Smarandache, Vlăduțescu, Dima & Voinea, 2015). Another activity of the public relations is sustained by the relations with the press: contacting journalists, placing materials in the press, maintaining a bond with the journalists and a faster distribution of the information that are required by the journalists. An activity from the series in public relations is consisting in the research where the purpose to identify the public's categories that interferes with the organization, the collection of the information from the inside of the organization and from the outside of it-the opinion of its public, monitoring of the press and the evaluation of the activities of public relations. The counseling is another form of public relations and it consist in recommendation for the entrepreneurs, leaders and politicians in manner to respond properly to the requests and to overcome the crisis. Organization of special events consists in the preparation and coordination of the press conference, inauguration of targets or launch program, anniversary, fundraising, visits, etc.). Speeches in from of intern or external public or preparation of the leaders of this specific action (Smith, 2012; Brown, 2014). The production is representing the creation of a product of communication based on media means. The last activity from the series that compose the public relation is the existing of the contacts from the community representatives, press, political words or business or even of the member of an organization.

3. Conclusion

Public relations are connecting the message and the image of the organization to its public through many instruments. In our days, the public relations have become dependent on the internet and media, being unable to work without them. For an organization to have a powerful message in order to attract people, it needs a good and efficient campaign of public relations. Based on the organization's purposes, the people from public relation are chasing the objectives from where they will send the necessary information, message and image about the company. Through public relation, an organization is creating and promoting an image. It's important to know that the public relations are co-working with the media in every campaign. Without the modern elements of technology as social media: Facebook,

Twitter, blog and others, the message will not be received by the target public.

Public relations are not just a series of definitions, but also they are representing a sustainable point on the society. In the modern society, the public relations had become an important part of every organization. Public relations are created and involving the image of society.

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