

Evolution of Public Relations with special Reference to Pakistan

Introduction

Public relations had actually been with us from the beginning of man's existence. Although the phrase "public relations" was invented in the twentieth century, the practice of public relations had been since the dawn of recorded history.

Edward Bernays, one of the seminal figures in modern public relations stated 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'

Primitive society ruled mainly through fear and intimidation; whereas more advanced cultures employed persuasion and debate. Public relations has equally followed this trend.

The force of public relations was visible in ancient Rome as evidenced in phrases like *Vox Populi*, *Vox Dei*, (the voice of the people is the voice of God); and *Ves Publicae* (public affairs).

The study of rhetoric in Athens is often seen as the beginning of public relations as a social science based on research, planning and two-way communication.

The spread of Christianity in the middle ages could in modern sense be linked to the application of public relations technique.

Before the development of communication and technology, the Christian faith was spread by missionaries using persuasion skills by the word of mouth.

With the invention of the movable type by Guttenberg in 1456, which heralded the use of mass communication technology, public relations was gradually pushed to the frontiers of modern civilization.

In the 17th century, the Catholic Church established the *Congregalio Propaganda Fide*, the congregation for the propagation of faith. This was the origin of propaganda, a means at this time for spreading church doctrine.

Trends Leading To the Development of Modern Public Relations

FIVE SOCIAL TRENDS THAT HAVE AIDED THE DEVELOPMENT OF
MODERN PUBLIC RELATIONS

The end to the civil war in America and the transition from an agricultural to an industrial society are closely linked to the march towards modern public relations in the West. The industrial revolution and its attendant pains redefined the relationships among the governments, businesses and the people. This is often referred to as the progressive era which ran from the 1890s to the United States entrance into the World War I in 1917.

The progressive era witnessed the birth of the mass media and modern public relations as natural outgrowths of the sweeping social change of that era.

1.

The Growth of Institutions

The Industrial Revolution brought about the growth of big companies. This in turn led to the emergence of men who had a large chunk of the nation's money concentrated in their hands.

However, the American system which was never disposed to a money-in-few-hands economy created laws that would spread these wealth among Americans.

As businesses, government and labour grew, the need for effective communication also increased.

2.

Expansion of Democracy

With the expansion of democracy, as evidenced in such developments as women's right to vote, and direct election of U.S Senators, civil rights movements, access of minorities to the political process, etc, there was the need for effective communication.

Due to the increasing importance of persuasion and consensus, public relations became an integral part of the democratic process.

3.

Technological Improvements in Communication

The revolutionary changes in communication in the 20th century contributed to the growth of public relations. Commercial radio had debuted in 1920 and commercial television in 1947. Developments in satellite and computer technology in the second half of the 20th century further revolutionized communications.

The 1990s saw the dramatic expansion of the Internet. All of these led to the shifting of communication power from media companies to individuals.

4.

The Growth of Advocacy

The last two centuries have witnessed a surge in social advocacy.

Movements for women's rights, civil rights, multinationalism, rights for persons with disabilities, children's rights, gay rights, etc, have led to an increasing use of public relations.

5.

The Search for Consensus

The first and second world wars left several mistrust among nations of the world.

With the collapse of communism and the realization by nations of the need for mutual interdependence, and the emergence of the global economy, public relations has become a handy means of increasing growth and consensus.

Timeline of PR

50 BC

- Caesar wrote 1st campaign biography, News sheet Acta Diurna and commentaries
- To convince Romans that he would be the best head of state

394 AD

- St Austin delivered eulogies to Roman emperor
- 1st of the people in charge of PR

1776

- Thomas Paine- Master of political propaganda
- His writings could make people do and believe in things

1795

- Georgiana Cavendish, duchess of Devonshire, with Charles James Fox
- Included press relations, lobbying & celebrity campaign

1903

- PR became a profession
- Ivy Lee advised John D Rockefeller

1918

- PR took next step towards professionalization with Edward Bernay

Pioneers of Public Relations

Ivy Ledbetter Lee (1877-1934)

- Considered as 1st PR counselor.
- Advised John D Rockefeller to talk to miners, listened to miners and improved their conditions
- His principles were-
- Tell the truth
- Provide accurate facts
- PR director, just have access to top management & must be able to influence decision

Ivy Ledbetter Lee (1877-1934)

Public relations historians have argued that Lee was the most famous of the early public relations practitioners.

He is often regarded as a major player in birthing modern public relations.

He advocated open and honest communication between an organisation and its clients.

It was his principle that business had to tell its story honestly, accurately and openly in order to win public confidence and support.

Two of Lee's major clients were **John D. Rockefeller** and the Pennsylvania Railroad. He developed the publicity policy of 'the public be informed', which in his view was essential to good corporate image.

AT A TIME WHEN PUBLIC RELATIONS WAS AT ITS INFANCY, LEE GAVE IT CREDIBILITY AND ETHICAL STANDARDS. IVY LEE WAS HOWEVER NOT A SAINT. SOME AUTHORS BELIEVE THAT HE DID ALWAYS APPLY THE STANDARDS OF TRUTH AND ACCURACY TO HIS WORK.

Edward L. Bernays (1891-1995)

- ✓ Father of PR
- ✓ Bernays was an author, educator and public relations pioneer. He coined the famous public relations term 'public relations counsel' in his first book by the title '*Crystallizing Public Opinion*' published in 1923.
- ✓ He advised the new President of Czechoslovakia to announce independence on Monday than Sunday to get maximum media coverage



Bernay's principles

To interpret client to public

- To promote client

To interpret public to client

- Operating company in such a way as to gain public support

Bernay's other concepts

PR is a public service

PR should promote new ideas and progress

PR should build a public conscience

What Bernay did?

Problem

Columbian rope company had anti-union image

Solutions

Produced radio programs featuring union & management panelists

Induced the company to bargain with union

Convinced the company to sponsor a vocational program

Offered tours of the plant

What Bernay did?

Problem

P&G produced a radio commercial which were offensive to African-Americans.

Solution

Changed commercial

He got company to offer African-Americans significant jobs

Invited them to tour plant

Featured them in company newsletter

PUBLIC RELATION IN PAKISTAN

INTRODUCTION

A widespread use/application of the public relations activities, as now generally recognised, took roots in the beginning of the twentieth century when some British firms used PR techniques not only to build-up a good image of their organizations' but also to boost up the sales of their products.

Areas that are now constituting Pakistan, PR was practiced in one form or another even thousands of years ago.

The main purpose of these carvings on rocks/monuments was the desire of the ruler to keep a constant channel of communication, and thus sustained understanding, with the public



Rulers of South Asia made use of rocks and especially constructed monuments to highlight their achievements, used this as communication channel. Proofs are available in the form of decrees on the rocks

The words of wisdom and Achievements of some rulers of the bygone days can be seen carved on some rocks near Mansehra, Gillgit and other areas in the northern Pakistan even to day

PUBLIC RELATION HISTORY IN PAKISTAN



MUGHAL

ERA

Muslim rulers of South Asia sub-continent had appointed Waqa-i-Nawees (scribes) throughout India for keeping them informed about the opinions of the public and also about the general state of affairs in the country.

The scribes worked directly under the ruler and also reported to him on the conduct and general behavior of the provincial/regional governors/officials, including army commanders

PUBLIC RELATIONS IN BRITISH RULE

The public relations activities, took roots in the beginning of the twentieth century when some British firms used PR techniques to build-up a good image of their organizations and to boost up the sales of their products



Earlier, the British Government in India had established Public Relations offices at the Provincial level to keep the public informed about the official policies, welfare schemes and development plans launched by the government, while at the same time keeping itself fully informed about the views and reactions of the public to various official policies/ measures



The Provincial Public Relations/Information Departments also performed protocol functions, administered the Press Laws and issued official advertisements



During the World War II, a gradual and systematic beginning of the official PR activities begins at central level



The colonial government decided to set-up an Inter-Services Public Relations Directorate (ISPR) for motivating the natives to join the Armed Forces and, for keeping up the esteem and morale of the Indian soldiers in the British Army. Later,- Press Information Department and the Department of Advertising, Films and Publications were set-up at the center.

PR IN COMMERCIAL COMPANIES IN SUB-CONTINENT

**Private commercial companies
Public relation activates appeared
on the scene in the same years.**

**Dalda(Vegetable Oil) and Lipton
(Tea) company's employee used
PR techniques to promote their
products**

**Mass media and street
demonstration were used to
promote their products.**

STATUS AFTER INDEPENDENCE

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graph LR; A((Pre-dominant number of professional staff of the PR establishments, Migrated to India)) --> B((The Government of Pakistan had therefore to re-organize and strengthen the Provincial PR/Information departments)); B --> C((Every successive government in Pakistan recognized the importance/need for molding the public opinion through public relations));
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STATUS AFTER INDEPENDENCE

A brief account of the PR/publicity network that now exists in Pakistan, along with its activities, is given under two separate headings

❖ OFFICIAL PR

(I) INTERNAL PR

(II) EXTERNAL PR

❖ Non-Official Public Relation

INTERNAL PUBLIC RELATION

Press
Information
Department

Directorate of
Films and
Publications

Pakistan
National
Centre

Directorate of
Research and
Reference

Radio
Pakistan

Pakistan
Television
Corporation

PRESS INFORMATION DEPARTMENT

- ❖ **Effective department of the government**
- ❖ **It projects the policies, plans and development efforts of the Government**
- ❖ **keeps a constant liaison with the newspapers/magazines and the working journalists**
- ❖ **It is responsible for release of official advertisements, conducting of research, preparation of initial drafts for the speeches to be delivered by the Head of the State (President) and the Chief Executive of the country (Prime Minister)**
- ❖ **It prepares a daily press summary, containing important news reports and editorial comments/columns/articles/letters to the editors on matters of national significance, for circulation amongst the top -hierarchy of the country**

Directorate of Films and Publications (DFP)

It specializes in the preparation of documentaries, news documentaries, news reels and all sorts of documented material on issues of national significance

DFP is not one of the main sources for printing and supplying information, including pictorial both within and outside country

PAKISTAN NATIONAL CENTER

The department was established in 1964 under the name of Pakistan Council for National Integration, but its nomenclature was changed to Pakistan National Centre, in 1972.

The Centre arranges lectures, seminars, symposia and group discussions on subjects of national importance.

It has 30 branches, called centers, one each in all important towns/cities of Pakistan.

Each Centre has a well-equipped library whose membership is open to all citizens of Pakistan.

DIRECTORATE OF RESEARCH AND REFERENCE

It identifies major problems facing the country and suggests their possible remedies



It used to be a very efficient and effective organization till early 70s but it seems to have become a victim of indifference and apathy these days.

RADIO PAKISTAN

Pakistan was converted into a corporation on 19th of December, 1972

This is one of the main PR/publicity organs of the state in a country where over 70 percent people are illiterate.

It broadcasts news bulletins in national and regional language? And also programs aimed at creating a better awareness amongst people about various issues.

Source of entertainment for a large majority of the people, particularly those living in the rural areas of Pakistan.

PAKISTAN TELEVISION CORPORATION

It made its debut in Pakistan in 1964 when*Television Promoters Company started experimental telecasts. The company was converted into a limited company in 1967 under the nomenclature of Pakistan Television Corporation.

The Corporation has five stations, one each at the Federal and Provincial capitals.

The Corporation is entirely a government controlled/owned company.

Over the years television in Pakistan has emerged as the most powerful medium for bringing about the desired change in the attitudes of the people through its programs

National Press Trust (NPT):

The National Press Trust used to publish two English newspapers (dailies Pakistan Times and Morning News) and two Urdu newspapers (dailies Mashriq and Imroze) for promoting healthy traditions of journalism in the country and also for moulding public opinion and for keeping the people favourably

disposed towards the policies of the government. In keeping with its policy of privatization, the Government of Pakistan decided on March 27, 1991, to

privatize the NPT newspapers, except the Pakistan Times. However, in a subsequent meeting held in January 1994, it was decided to privatize all

newspapers without any exception and consequently the Pakistan Times was handed over to a private group on 22nd of May, 1996

MISCELLENEOUS DEPARTMENTS

Notable among such bodies are WAPDA, PTDC, TDCP, PIA, State Bank, IDBP, PICIC, ADBP, CDA, KDA, Pakistan Railways, Pakistan Steel, State Cement Corporation, OGDC, Sui Northern, and Southern Company, Seed Supply Corporation of Pakistan, Attock Oil Company, Population Planning, National Savings Directorate and National Highway Authority etc.

External PR/Publicity

The basic aim, is to project abroad a positive image of the country, its people and culture as well as to create an increased awareness about Pakistan's policy goals

Though it is not the main objective, but efforts are also made for attracting foreign investments in Pakistan, boost-up tourism and sale of Pakistan products.

The External Publicity Wing (E. P. Wing) is responsible for removing mistrust and suspicions about Pakistan by providing factual information in addition to counteracting negative propaganda

It also prepares a feedback on the general views of the people and foreign media on various issues of interest to Pakistan

NON-OFFICIAL PR

Support of masses is required for any particular organization's success

If the image is good people will like to deal with that organization

In order to Built that confidence among people PR is an instrument to build the mutual understanding

Good PR program is required to attract the clients attentions and promoting the good will