

PUBLIC RELATIONS IS A POWERFUL MEDIUM TO WIN THE TRUST OF THE PUBLIC

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ABSTRACT

The Marshall McLuhan, a notable communication expert, coined the phrase "Medium is the Message" in 1964. Currently, his hypothesis is proving to be 100% right. Today's scientific era has redefined the utility of communication media in a novel approach. The Internet has made messages more widely distributed and available to all. Villages are no longer villages, but are evolving into global communities. You may now measure the entire world from the comfort of your own home in seconds rather than minutes. In today's global perspective, the entire world is drawing closer together. Public relations strives for effective communication and contact with the general public. Public relations may be a novel term today, yet it can trace its origins back to the birth of human history. Many new human civilizations were established and given dynamism through the use of public relations. In our country, INDIA, a peek of public relations can be seen in tribal cultures from 5000 years ago. The remnants of the publicity can still be found at Mohanjodaro. (The first city inhabited in the Indus Valley of India) The civilizations of Kalibanga, Kotdiji, Ropar, and Lothal, which date back 4500 years, demonstrate that this country had commercial relations and communication with the people of the Persian Gulf's coastal districts.

Keywords: *Communication Media, Human Civilization, Global Communities, Global Perspective.*

Introduction

Media, like civilization and culture, has evolved in tandem. Throughout the previous two decades, public relations has had a significant impact on our social, economic, cultural, and political lives. Even throughout the Ramayana-Mahabharata era in India, public relations proved to be helpful. Today, we are in the democratic era, and it still feels modern. The importance of public relations has grown over time, with contributions from Indian saint Rishi Narada, Adi Shankaracharya (780-820 AD), Great Social Reformer Gautam Buddha (623-543 BC), Emperor of India Ashoka the Great, Father of India Mahatma Gandhi, and every layman. Emperor Ashoka established Public Relations years ago. He traveled to numerous countries to promote Buddhism, including Sri Lanka, Burma, Malaysia, and China, and had inscriptions and Ashoka pillars built in many places, the relics of which may still be seen today. In addition, ancient Indian kings placed a high value on public relations. Kautilya, the father of Indian economy, stated in his work Arthashastra that Emperor Chandragupta Maurya used to establish direct communication with the public by holding public darbars for at least three hours every day, and he also established a separate department in the state for public relations.

Today, the scope of public relations has expanded greatly. The value of public relations is widely recognized in a variety of industries, including railways, aviation, agriculture, social groups, and health organizations. In the future, due to the high demand for public relations in numerous fields, public relations will undoubtedly claim to be the largest organized field in the world. Parker and Lee introduced

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the science of public relations to European countries in 1903, and Evely Harris and Lee expanded on it later. It is noted in world history that Abraham Lincoln established himself by using the Public Relations strategy for political propaganda for the first time in the early twentieth century. President Roosevelt advocated propaganda and public relations at the time as a new logical definition.

The definition of public relations is the establishment of communication with the public. Today, public relations is regarded as a crucial component in establishing the credibility of any firm. The administration uses public relations to boost its credibility. As a result, the government is able to gain the faith of the last individual sitting in a remote village through its administration and public relations. For example, from 2010 to 2015, the Chhattisgarh state government implemented key schemes such as Mukhyamantri Khadyaan Sahayata Yojana, Crop Insurance Scheme, Krishak Jeevan Jyoti Yojana, Hariyar Chhattisgarh Abhiyan, Operation Muskaan, Mukhyamantri Kanyadan Yojana, and Sanjeevani Express. Furthermore, the Chhattisgarh government is implementing a number of programs to address problems under the Chhattisgarh Development Programme, including Gram Suraj Abhiyan, Nagar Suraj Abhiyan, District Level Public Problem Redressal Camp, and Jandarshan.

Jandarshan allows the general public, public representatives, and employees from all around Chhattisgarh to meet directly with the Chief Minister and inform him of their problems. The Chief Minister of Chhattisgarh state meets with the common public directly to learn about their problems and fix them as swiftly as possible. Every Thursday of the week, between one thousand to fifteen hundred people connect directly with the Chief Minister via the Jandarshan broadcast.

According to the data, the Chhattisgarh government's Jandarshan initiative got 197 applications in 2008. In 2009, the number of applications rose to 26666. In the year 2010, 23098 applications were submitted. In 2011, there were 22763 applications, but by 2012, there were just 6101. As a result, it is apparent that the Chhattisgarh government's "Jan Darshan" public relations effort is resolving regular people's problems quickly.

In terms of the interests of a new business, such as Public Relations, it can be stated that, whereas other businesses are focused on self-interest, the Public Relations business is focused on public interest. Public relations refers to characteristics of public activity that have immediate societal implications. When it is discovered that the outcomes of public behavior are opposed to social interest, the public relations officer attempts to make them more favorable to public interest. Public relations is the process of creating and developing high-level living values. Public relations refers to aspects of public activity that have immediate societal implications. When it is discovered that the outcomes of public behavior are contrary to societal interest, it is the public relations officer's responsibility to work to make them more favorable to public interest. Public relations is the high-level development of life ideals and their observance. The area of public relations is essentially one of mutual trust. The importance of public relations in fostering trust in the country's internal and external security systems, foreign policy, nuclear arrangements, efforts for world peace, non-aligned conferences, and disarmament, among other things, is undeniable. Importance of Public Relations

The most crucial part of public relations is building public trust in oneself. There is a code of conduct for every public relations officer that cannot be fostered in a scholastic manner, but can only be made active via real experience. In the field of public relations, popular public relations techniques such as photo exhibitions, fairs, functions, press conferences, television, radio, and the use of traditional media can easily reach the targeted public, ensuring their participation in the development of society, the development of the state, and the development of the nation.

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