

национальностей, не учитывают, что доходы от рекламы напрямую зависят от степени заинтересованности людей.

В данной статье для подтверждения актуальности рассматриваемого вопроса используется пример Чемпионата Мира по футболу, который проходил летом 2018 года, показано несколько главных ошибок коммуникации, допущенных организаторами этого события в России. Проанализирован ряд основных показателей эффективности, таких как уровень вовлеченности, уровень осведомленности участников, а также учтена целевая аудитория. Эти показатели были сравнены с аналогичными с других масштабных псевдо-событий.

Целью статьи является отражение главных ошибок коммуникации с целью не допустить их повторения при проведении будущих событий подобного масштаба. Для этого будет оценен ряд факторов, таких как оценка эффективности инвестиций в строительство и / или реконструкцию стадионов, расходы бюджетов всех уровней на охранные и подготовительные мероприятия, затраты и выгоды для туристической отрасли страны, влияние на занятость в регионе и т. д.

Результатом работы является ряд выводов, сделанных на основе проведенного анализа относительно переоценки выгод и недооценки затрат, что напрямую связано с прогнозированием туристических потоков, создания дифференцированного подхода в зависимости от того, является ли страна-организатор страной с переходной экономикой или промышленно развитой страной, включения таких мероприятий в долгосрочную программу развития страны и региона, а также целесообразности дальнейшего использования построенных объектов.

Ключевые слова: коммуникация, эффективность, псевдо-событие, показатели эффективности, ошибки коммуникации.

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UNDERSTANDING THE PUBLIC RELATION IN INDIA

Abstract

This article is about the Public relation of India, it tries to understand all the aspect and condition of Public relation in India, with the world developing its PR, India is also trying to develop its PR in government and public sector, the article also tries to look at the problems, challenges and the development of Public relation of India, The goal of this research study is to provide new methods and strategies to the developing public relation agencies and its practitioner of India that can improve their dire need for talent, to manage the public relations on larger scale, to improve their economic status, to relay their message to the public more effectively both regionally and internationally, to compete more strongly with other disciplines and most important of to create awareness among the professionals and society about the important roles that a Public Relation industry plays in the development of the country (India specifically) both economically and infrastructural. The research done may help shed new light into the functioning of PR in India.

Keywords: Public Relation, India, management, communication, technologies, management, globalization, infrastructure.

Introduction: The world is growing smaller in many ways. Communication-technology, weapons of mass destruction, joint-venture firms, transnational corporations, religious zealotry and other phenomenon ensure these events affect people everywhere in the world. Such developments lead to dangers and many wonderful opportunities that cross national and regional boundaries, creating an urgent need for corporation and mutual understanding among people of different basic beliefs and thinking. So, the world must build relationships that yet not exist to manage and soften hostility and misunderstandings (Culberston 2013). Recent scholarships suggest that the truly effective public relations practitioner provides exactly this guidance (Grunig 1992). J. Grunig and Hunt (1984) defined Public Relation as the management of communication between an organization and its relevant publics. Principally in the United States Public relations developed as a formal occupation, a lot of twentieth century. All through the world now as of late it has spread quickly.

There are two definitions, first near public relation that scans for the two similitudes and contrasts in practice in at least one nation, and also universal public relations that spotlights on the practice of public relations on the worldwide and culturally diverse setting. Public relations have grown altogether in the previous 2 decades, and we have endeavored to spread out a portion of the issues that will no uncertainty impact its advancement in future decades. In the course of recent years, public relations have advanced into a noteworthy region of connected correspondence situated in research of critical amount and quality. Public relations have turned out to be considerably more than only a corporate correspondence practice. Or maybe, it is a hypothetically grounded and investigate based region that can possibly bring together an assortment of connected correspondence territories and serve distinctive sorts of associations, incorporating charitable associations with prosocial motivation (Culberston 2013).

In case of public relation of India, the Public Relations Society of India (PRSI) is the main association that represents public relations in India and sets ethical standards for the profession. Established in Mumbai in 1958, the PRSI currently has over 3000 members and 28 chapters nationwide. PRSI conferences are now held annually as compared to alternate two years.

The PRSI distributes PRSI News publication that keeps experts' side by side of improvements in calling, and mission of PRSI is to «detail and translate the goals and potentialities of public relations as socially helpful capacity and underscore its incentive as a basic piece of administration» (Public Relations Society of India 1993). Small association that speaks to calling is Press and Public Relations Affiliation situated in New Delhi. This affiliation additionally holds standard courses and workshops that give discussions to discourse, systems administration and learning sharing among experts. Socially, principle issue that PRSI faces today is gorge between public division methods of insight and open market way to deal with public relations. Greater part of its individuals are public segment experts, and test lies in spanning this ideological hole and pulling in more professionals who speak to the changing face of public relations in India. Sequential advancement of authoritative structure of corporate correspondence / public relation divisions of focal public segment ventures in India has been examined in an ongoing report by Koul Saroj, inferring that best revealing structure for CC (/ PR) work is specifically to CMD / CEO in unified and decentralized format. It symbolically sends signal to rest of organization that communications are important. This helps organizations to speak with one voice. Also, to hire the best executives, reporting structure is an important consideration for recruitment the CPSEs. A very positive revelation for field is that professional standards have been found high regarding understanding of roles and responsibilities of CC (/PR) professionals and continue high throughout development and training (An empirical analysis 2009).

Even though public relations in India has made huge advances going past putting out fires attitude to more expert position over most recent 15 years, absence of prepared experts in spite of an expansion sought after for their administrations and an absence of learning about parts of PR specialist involves concern. There are 2 noteworthy relationship of Public Relation in India, Public Relations society of India (PRSI) and Public Relations Consultants relationship of India (PCRAI). A bunch of organizations and colleges offer postgraduate certificates in public relations. Large number of these projects are not selective to public relations, offering courses in promoting and reporting too. In 1998 additionally began degree of graduate in Madurai Kamraj University. Indian Institute of Mass Correspondence, which was set up by administration for preparing staff in news coverage, publicizing and public relations at the postgraduate recognition level (Bardhan et al. 2004).

Vast majority who presently encourage public relations are themselves experts who don't have formal training in field. The UGC (University Grants Commission) is principle office for curricular affirmation. In 1992, as indicated by Sriramesh asked interviewees to characterize the term public relations. Numerous experts in his investigation did not characterize public relations way J. Grunig and Hunt (1984) had done. Rather, larger part compared public relations with, or distinguished it as backup to, advertising. One expert saw part of public relations as helping construct «ID of the item with organization». Another reverberated comparable conclusion

expressing that public relations tried to «advance the attention to the item» promoted by his association. Head of public relations huge public division endeavor characterized public relations as the exertion went for «making a positive, changeless picture in the psyches of applicable publics (Bardhan et al. 2004, Sriramesh 1992). Besides as indicated by Broom and Dozier, specialist assumes four shifting parts in public relation. That incorporate a specialist prescriber, correspondence facilitator, critical thinking process facilitator and correspondence professional (Cilberston 2013). In 2016 as per report by Public Relations Consultants Association of India. The public relations industry is relied upon to contact Rs. 2,100 crores by monetary 2020, review, led among 42 organizations in India amongst August and September this year by Feedback Business Consulting, demonstrates that business dramatically increased in estimate from Rs. 490 crores in financial 2008 to Rs. 1,120 crores in financial 2016. As indicated by the report, the data and correspondence innovation division is the greatest customer for PR firms, representing over 20 % of their income, nearly taken after by monetary administrations firms and the quick moving shopper products area which represented 12 % and 9 % individually. The PR business, which developed by 19 % this year as contrasted and 13 % a year ago, is on a solid development direction. Customers are gradually moving towards an undertaking-based relationship with PR firms over the retainer-based model, despite the fact that at present it represents 74 % of the business while the staying 26 % originates from venture organizations. The business at present utilizes in excess of 7,750 experts and 5-10 % of this number are added to the workforce consistently. The vast majority of this workforce is utilized in Delhi and Mumbai (Sriramesh 2000).

The present public relations in India has the ability to offer integrated solution because of advancement in media and business. Organization now look up to the PR for strategic communications, thus asking PR to advise and plan effective programs on how to understand and communicate their messages to the clients, investors and journalists. As a result, many agencies have chosen to invest in creative and digital arms. PR industry in India is still growing, allowing opportunities for the proposal of solution for advertisement, media and public relations. Companies now recruit PR professionals and agencies that help them in selecting the effective tools for communication, to convey their message in the most meaningful way. Public Relation trends today in trend have changed in many different ways, such as the Public Relation industry have become competitive internationally, giving rise to Trade Wars in the form of Car War, Communication War, Bank War, Cell Phone War, Insurance War etc. Also, there is severe competition among the Insurance agencies in India, about now there are 25 insurance agencies that are using aggressive communication method to attract customers. Agencies have opened PR divisions to manage foreign brands and multinational clients to meet global needs and for the implication of globalization. This competitive economy marketing has resulted in intensive PR communication activity. There is the presence of mixed legacy in Public Relation of India, that is it contain highly trained professionals-second to none on one side and many non-professional others without any discipline training, according to the Public Relation Voice survey, about 45 % PR personnel are professional. Recently India has created small, specialized team within other foreign countries and organizations for making their presence be felt abroad. The Performance PR is London based automotive and sports PR specialist with their office in Dubai a couple of years ago. However, such agencies are still rare in India. India continues to grow at 7 %. A \$36 billion industry today, is growing at rate of 15 % is likely to reach \$280 billion by 2022. Despite this positive growth, the Indian PR industry is still facing many challenges in terms of globalization, standardization, economy and gap in the knowledge (of not having sufficient research evidence on the PR industry in India). The research in public relations of India is not very strong (redid 1999) and is too much dependent on imported concepts and textbooks, the reason for these can be high of illiteracy and incomplete databases. PR industry is suffering from identity crisis, for it is been called by many different names such as corporate communication, publicity and corporate relations. A great debate needs to be done to solve this issue. Most of the challenges are self-inflicted by the industry itself. These consist of undercutting by agencies because no agency will pay more for a service that they can receive cheaply from elsewhere. There also the issue of talent poaching and a great lack of talent in both

terms of quality and quantity. Competition between agencies results in bidding war for talents and also the frequent quitting of a team members creates an impression for the clients that the agency is unstable. Also oversupply of clients and shortage of trained PR practitioner and staff members are of great concern. The educational curriculum of for the Public Relation practitioner training is also still theoretical, it has not been standardized (Gupta 2007). There are only handful of universities that provide post-graduate programs for public relations and most of these institutions are not recognized by the government, thus raising concern of legitimacy (Mehta 1997). There is also the need of PR industry to fend off competition from other discipline and create awareness of the benefits and rewards of this career. The economic slowdown has forced the organization to cut down their advertising budget and has also forced the corporate clients and companies to turn to PR industry for providing new strategic tools to convey their message to clients and public. Thus, there is a dire need of evidence and knowledge in the field of Public Relations.

Aim of the study: Keeping in view the above discussion, about the challenges being faced by PR industry in India today. This study of the Public Relation industry and its practitioners aims at providing more supportive research evidence about the best infrastructure that the PR agencies such as media, communication corporations etc. can adopt to improve the functioning, employment and standards of their organizations / agencies. It also aims at helping the PR educators and PR educational institution in selecting the standard principles and curriculum need to recruit and train talented individuals and to improve the knowledge of the professionals that are already present, adoption of new unified strategic methods will help the different PR agencies to competing with each other for human resources. This study will provide information on the best communication strategies that are utilized by other foreign countries in promotion of their brands and increasing their clients input. By gaining such information the PR industry and its agencies can better understand how to convey their message to the public, analyst, stakeholder and media in a meaning full way and also to improve their image and worth of this career in the eyes of the public. The strong point of this study will be that all the strategies about the organizational infrastructure, education and training, principles of PR and lastly standardization and globalization will be based on previous supporting research evidence.

RQ1- What issues are lacking in Public relation of India?

RQ2- Are the Indian public relation practitioners tasked with the CSR leadership or not?

Methodology: A study conducted by other researchers on 7 Indian PR firms were evaluated for this article, along with interview with students and people who work for Indian Public Relation agencies both government and private sector. A self-administered questionnaire was given out to 14 people who have work or are a student of public relation and blending quantitative and qualitative methods.

As a part of ethnographic analysis, I spend 45 minutes with the above mention practitioners through video call, listening and taking notes I had an intensive discussion with all the people involved.

Findings and Discussions: As expected, rich insightful data and information came out from the research, Interestingly the questionnaires and ethnographic analysis contradict a little Combining those two-survey help evaluate to fine the answers for the research questions.

The finding for RQ1 are- Crisis management, finding, developing & retaining talent, improving the image of the public relations profession, dealing with speed and volume of information flow, managing digital and social media revolution, and improving employee commitment and engagement corporate social responsibility (CSR) demands had the lowest score among all issues. Similarly, it was revealed that three main challenges were faced by the public relation leaders: talent recruitment and retention, communication effectiveness measurement and managing information flow speed. The conclusion of the study stated that in comparison to globally rated issues, crisis management was the highest rated by the Indian practitioners, whereas talent recruitment and information volume and flow management was the top priority issue for the Indian public relations leaders, having talent recruitment as the number 1 issue being faced even by the

biggest units. Whereas CSR needs were lower and less important to Indian practitioners when compared globally.

The finding for RQ2 are- The study reported findings on the CSR and public relation in India. The Standard & Poor ESG Index and other know research data were used. From which 50 companies were selected from a list of first 500 Indian companies that were listed on the National Stock Exchange of India Ltd. (NSE). Ganga conducted 19 interviews which were held in Mumbai, New Delhi and Bangalore, representing 16 companies that were heavily engaged in CSR in India. The finding of the study stated that in the 68.75 % of the sample organization only the senior manager or the human resources function held responsibility for the CSR instead of the public relations practitioners, whereas in 31. 25 % of the organization executive of the corporate communication or corporate service held leadership for CSR rather than the public relations practitioners.

Conclusion: The study is to better understand the role, functioning, scope, future etc of indian PR, The study help me find some of the problems faced by Indian PR agencies and practitioners, and also better understand both the negative and positive points of PR in India, According to the research the PR in India is still young and growing and is in no way comparable with the PR of USA,UK or Western Europe, Indian PR lack many things and advantages the above mention countries have, overall the study and research. The role of the PR practitioner depended upon the perceptions of the CEO of the corporate sector. This remained true for a long period and still exists to some extent but mostly, the CEO's understand how the PR can help their company achieve more in a highly competitive environment.

The final suggestion for the PR of India is that in order to achieve the level of success PR achieved in USA or other far eastern or western countries is by developing itself and to be able to deliver successful achievements to the present clients and to change the power structure in the organisations.

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СВЯЗИ С ОБЩЕСТВЕННОСТЬЮ В ИНДИИ: ОСНОВНЫЕ ПОДХОДЫ К ПОНИМАНИЮ

Аннотация

Статья посвящена описанию сферы связей с общественностью (PR) в Индии. В фокусе нашего исследования – все основные аспекты и условия развития этой сферы, включая актуальные проблемы и вызовы. Мы преследуем цель выявить основные стратегии и методы, которые специалисты по связям с общественностью могут использовать, для того, чтобы, во-первых, продвигать свой продукт как на региональных, так и на международных рынках; во-вторых, чтобы эффективно конкурировать с представителями других профессий, и, в-третьих, для того, чтобы повышать информированность общества о роли, которую PR играет в развитии национальной экономики и инфраструктурных проектов.

Ключевые слова: связи с общественностью, Индия, менеджмент, коммуникация, технологии, глобализация, инфраструктура.

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ПЕРСПЕКТИВЫ ПРИМЕНЕНИЯ ИНФОРМАЦИОННО-КОММУНИКАТИВНЫХ ТЕХНОЛОГИЙ ВО ВЗАИМОДЕЙСТВИИ ВЛАСТИ И НАСЕЛЕНИЯ: АНАЛИЗ ЗАРУБЕЖНОГО ОПЫТА

Аннотация

Проникновение информационно-коммуникативных технологий во все сферы жизни человека создали предпосылки для развития свободного и быстрого доступа к различным данным. Гражданское общество наиболее восприимчиво к политическим маневрам, тем самым очень демонстративно проявляет себя в качестве выразителя самых различных, подчас противоположных выводов, мнений и позиций. Так, для постоянного и прямого взаимодействия государства и гражданского общества, становятся механизмы налаживания каналов связи для эффективного диалога и общественного контроля. Многообразие таких форм не могло не оказать влияние на формирование новых институтов взаимодействия общества и государства, где важным инструментом их сотрудничества становится сеть Интернет. В статье представлен современный уровень развития технического обеспечения, а также рассматриваются возможные варианты взаимодействия государственной власти и