

Political Public Relations: Meaning, Importance and Analysis

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Abstract: Today all political organisation need to connect with the target public. They use to communicate in the old as well as new ways using political PR to influence their general public. Political PR includes the planning and execution of the strategy for its both internal and external public to achieve desired goals. The paper aims to highlight the connection between politics, media and public, in addition about the old and new trends and tools used in Political PR

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I. INTRODUCTION AND ORIGIN OF PUBLIC RELATIONS

Public Relations is as old as human civilization. There are different examples in various form, content and end use. In the Ramayana there was a person called Bhadra who worked for Rama and kept him updated about popular feeling and perceptions. Similarly, in Iraq, a clay tablet was found which was used to tell the Sumerian famers how to do better agriculture. The origins of public relations can be traced all the way to Ancient Greece, where Classical philosophers like Plato and Aristotle wrote on the art of rhetoric to aid public speakers in their persuasion of the people. It can also be seen in the British abolitionist movement in the late 17th Century, where books, leaflets and lectures were presented to sway public opinion towards abolishing global slave trade. Although this is where the foundation of PR lies, it was the dawn of mass communication at the turn of the 20th Century that led to the birth of the public relations industry as we know it today.

Coming to Political PR, in 64 BC elections were held in Rome, There were two candidates Antonius and the second candidate was an outsider Marcus Cicero .Many of the privileged families, who held the most of power in Rome, voting for such a new candidate was unlikely. The brother of Marcus, Quintus wrote a letter to him on how to proceed with an campaign and win an election. This letter was probably the first publication on elections and political public relations.

In the letter, Quintus mentioned some points as followed

1. Securing the support of friends
2. Knowing your enemies
3. Cultivate Relationships ‘
4. Three things which secure votes – Favours, hope and personal attachment

What it explains that practice of political public relations is old as politics and society. Also the political PR strategies and tactics have their roots in history

Meaning

Public Relations is all about the way organisations communicate with the public ,promote themselves and build a positive reputation and public image. The way an organisation appeared as in the media has huge impact on how people see it. PR try to influence the media to represent their organisation positively and deliver important messages. Political PR is a process of sharing information among party members and the general public through the different mediums. It can also be defined as an organized process used as a response for the chances of organisation survival and growth in and political environment.

Political Public Relations

The concept and implication of public relations is always in contrast of other departments such as marketing, management and journalism. In case of political PR, the field where study and action focuses on political bodies, government and political actors. Political PR is interconnected with political communication, political marketing and political relations. Political PR is tool for development of communication for both internal and external public. Political PR holds its origin from the American Politics, which is fact for the use of techniques that are always helpful for campaigns to attract public in the favour of American Presidents.

Probably the first real political consultant also known as ‘father of PR’ Edward L. Bernays. He suggested some ways to the government and political leaders to gain the supports of the masses flawlessly and completely. He accredit the invention among others and media that says PR is a collection of instruments that will help the creation of public allowance, it is set of relationship techniques with media that is relevant today also. In addition Edward also backs the relevance of promotion and manipulation of ideas, events and people.

Public Relations and Indian Political Parties

In India, political parties are rapidly using different mediums to execute their plans in order to win political power. The accomplishment of any political party today totally depends upon the way of communication between the political party members and general public. PR is now an important for the political organisation in order to communicate and share the tasks with both internal and external public. Media has become more important, they cover the opinion of public which help political parties to make changes. PR also helps to receive and record knowledge from public to political organisation. The Public must be informed about what is going on in the government structures, which is the foundation of every democratic society, but at the same time politicians must have an insight into public opinion.

The state must provide society with everything that an individual cannot realize. Media Management and information management are the most crucial activities of the Political PR. These activities are connected with the non-ethical communication, which aims on media manipulation and manipulation of the public. Working of Public Relations in modern political parties and government are a mixture of marketing and propaganda. This is view of PR activities means that the political actors often want to persuade people in the sense of political ideas and contents by using a one way, manipulative communication process. Public Relations is a legitimate activity used for the purpose of explain of explaining official politics to citizens and the political actors in the communication process. There is an old saying that in a society, there are leaders, there will be a mutual relation of love and hate between the leading party and opposition. It is not easy for a political person or organization to manage or to serve in the context of constant conflicts. Political People and organisation use different communication mixtures to achieve goal of political communication.

Importance of Political Public Relations

Political PR is the management process by which and organisation or individual political person of his purpose. Through purposeful communication and action, they seek to influence and to establish, build and maintain relationship and reputations with the public. In general Political PR includes PR activities by all organizations and individual trying to influence politics, in addition political parties, candidates, government and public sector agencies and other various interest groups also put efforts in the process and outcome. It is all about efforts and applying ideas which is critical at all stages of political PR. Political PR is not limited to simple information dissemination and exchange for peripherally involved in publics. But reputation and relationship cultivation is more important for short term and long term goal.

Models of Political Public Relations

Political PR includes all type of models of PR, including

1. The Publicity Model
2. The public information model
3. The 2 Way symmetrical model

Political PR has much in common with the theory of PR. The key things which differs Political PR that various organisations and actors are involved in PR activities for political purposes. No part of society is unaffected by the consequences of political decisions created by different organisation political individuals to influence political purpose and outcome. Politics always deals with related issues with common good, this means decisions taken in politics affects the society directly and indirectly. There is more transparency in politics than any other setting, media and opposition is always in chance of exposing the wrongdoing to the general public. The main currency in politics is ideas and power and the political products (actors and organisation) are always less tangible, which simply means liking or disliking a products without liking and disliking the business process behind the product. The Conflict is higher here than any other setting, the process involved here always produce winners and losers.

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1. Media Management
2. Information Management
3. Image Management
4. Internal Communication of the organisation

Tools of Political Public Relations

Public Relations is an important aspect in politics, tools are used for gaining publicity through mass media, events and direct communication. Important tools include :

- Websites- Every political organisation needs a website which consist database and information for general public. Content plays an important role in increasing traffic on website to outreach maximum people.
- Social Media – Facebook, Twitter, Instagram and other platforms are most efficient tools to drive traffic among voters and used to create buzz in general public for candidates. Social Media helps in direct communication which includes replying to comments, live videos and instant reply to queries.
- Brochures and Print Ads- In the world of modernisation, internet has taken over traditional media but now also a percentage of public and voters are still influenced by the print publicity by candidates.
- Events- Events provide political people to gain exposure and promote themselves and their organisation. From a candidates or political organisation point of view, events like rally helps them to communicate with public and earn the trust of voters.

II. CONCLUSION

Political organisation heavily depends on members, activists and volunteers, they need to recruit volunteers and grassroots supporters who can work for them. The measure of success in politics is on the Election Day when all votes are tallied and make policies and start working on promises for the success of the next elections. Media Management and information management are the most crucial activities of the Political PR. These activities are connected with the non-ethical communication, which aims on media manipulation and manipulation of the public. The Public must be informed about what is going on in the government structures, which is the foundation of every democratic society, but at the same time politicians must have an insight into public opinion. The state must provide society with everything that an individual cannot realize. Media an opponent's always have interest in manufacturing perceptions in public that political organisation and actors are responsible for the crisis.

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