

Problems of Public Relations Practices of Print & Electronic Media – A Study with Reference to Marathwada Region

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INTRODUCTION

Public relation practices are as old as human culture. There have been specialists who used to maintain public relations and were experts in this aspect. With the advent of mass communication in print and electronic media the significance of public relations has increased so also the problems.

According to Edward Bernays, public relations are "practically as old as society." Some books and universities identify a Babylonian tablet from 1800 BC as the first example of public relations. They also associate audience segmentation tactics used in gospels, political promotions in Rome and logos used by ancient craftsman as being early examples of public relations. According to Scott Cutlip, there is disagreement over whether these ancient events constitute public relations or are part of its history.

Public relations as a paid profession began in 1900, when the first public relations agency, The Publicity Bureau, was founded. Ivy Lee and Edward Bernays, who are both referred to as the father of public relations, helped establish the field as a professional practice in the United States. Basil Clarke is considered the profession's founder in the UK and Arthur W. Page is considered the father of corporate public relations.

The 1990s were marked by "explosive growth" for the public relations field. Internet technologies and social media changed public relations tactics, agencies consolidated and new specialties were introduced such as investor relations and community relations. The field established a degree of professionalism, though to what extent is debated.

PRINT MEDIA

The earliest surviving woodblock printed fragments are from China and are of silk printed with flowers in three colours from the Han Dynasty (before 220 A.D.), and the earliest example of woodblock printing on paper appeared in the mid-seventh century in China.

The first news paper in India- The Bengal Gazette- was started in 1780 under the British Raj by James Augustus Mickey. Other newspaper such as The India Gazette, The Calcutta Gazette, The Madras Courier (1785), The

Bombay Herald (1789) etc. soon followed. These newspapers carried news of the areas under the British rule. The Bombay Samachar, founder in 1822 and printed in Gujarat is the oldest newspaper in Asia still in print. The Times of India was founded in 1838 as The Bombay Times and Journal of Commerce by Bennett, Coleman and Company, a colonial enterprise now owned by an Indian conglomerate. The Times Group publishes The Economic Times (launched in 1961), Navbharat Times (Hindi language), and the Maharashtra Times (Marathi language).

Electronic Media

The beginning of electronic media can be traced back to the invention of computers and the forthcoming IT revolution. This was followed by a wide range of TV channels, mobiles and apps. The connectivity with the masses has increased a lot due to such changes. The whole planet has come down to the finger tips of a child.

The present paper covers problems of public relation practices of selected Print & Electronic Media in Marathwada Region of Maharashtra State. This study will cover changing trends of media in today's competitive world. Many competitors have come in the market. It is very hard to sustain in the market with effective public relation Strategy.

Problems of Public Relation Practices

Here the researcher has analyzed the problems of public relation practices of print and electronic media. The study is based upon 80 media persons from print and electronic media each. The researcher has selected few significant problems such as –

1. Problem of Customer Awareness
2. Problem of Customer Education
3. Problem of Competition
4. Problem of Customer Leisure
5. Problem of Customer Preference

These problems are discussed in this paper.

Problem of Customer Awareness

The customer awareness is one of the important aspects of public relation practices in all business undertakings. Media is not an exception to this. The researcher has studied the problem of customer awareness with reference to print and electronic media and the results are shown in the following table.

Table No. 1 Problem of Customer Awareness

Sr. No.	Impact	Print Media	%	Electronic Media	%	Total	%
1	Very Severe	15	18.75	31	38.75	46	28.75
2	Severe	34	42.5	13	16.25	47	29.375
3	Medium	18	22.5	17	21.25	35	21.875
4	Average	9	11.25	11	13.75	20	12.5
5	Indifferent	4	5	8	10	12	7.5
	Total	80	100	80	100	160	100

Source: Primary Data.

It can be observed from the above table that, out of the 80 media print person respondents the highest number of respondents i.e. 34 (42.50%) have opined that the problem of customer awareness is severe.

It can also be observed from the above table that, out of the 80 media electronic person respondents the highest number of respondents i.e. 31 (38.75%) have opined that the problem of customer awareness is very severe.

Problem of Customer Education

The customer education is one of the important aspects of public relation practices in all business undertakings. Media is not an exception to this.

The researcher has studied the problem of customer education with reference to print and electronic media and the results are shown in the following table.

Table No. 2 Problem of Customer Education

Sr. No.	Impact	Print Media	%	Electronic Media	%	Total	%
1	Very Severe	38	47.5	18	22.5	56	35
2	Severe	16	20	33	41.25	49	30.625
3	Medium	14	17.5	15	18.75	29	18.125
4	Average	7	8.75	9	11.25	16	10
5	Indifferent	5	6.25	5	6.25	10	6.25
	Total	80	100	80	100	160	100

Source: Primary Data.

It can be observed from the above table that, out of the 80 media print person respondents the highest number of respondents i.e. 38 (47.50%) have opined that the problem of customer education is very severe.

It can also be observed from the above table that, out of the 80 media electronic person respondents the highest number of respondents i.e. 33 (41.25%) have opined that the problem of customer education is severe.

Problem of Competition

The competition is one of the important aspects of public relation practices in all business undertakings. Media is not an exception to this.

The researcher has studied the problem of competition with reference to print and electronic media and the results are shown in the following table.

Table No. 3 Problem of Customer Competition

Sr. No.	Impact	Print Media	%	Electronic Media	%	Total	%
1	Very Severe	13	16.25	15	18.75	28	17.5
2	Severe	41	51.25	39	48.75	80	50
3	Medium	14	17.5	13	16.25	27	16.875
4	Average	8	10	7	8.75	15	9.375
5	Indifferent	4	5	6	7.5	10	6.25
	Total	80	100	80	100	160	100

Source: Primary Data.

It can be observed from the above table that, out of the 80 media print person respondents the highest number of respondents i.e. 41 (51.25%) have opined that the problem of competition is severe.

It can also be observed that, out of the 80 media electronic person respondents the highest number of respondents i.e. 39 (48.75%) have opined that the problem of competition is severe.

Problem of Customer Leisure

The customer leisure is one of the important aspects of public relation practices in all business undertakings. Media is not an exception to this.

The researcher has studied the problem of customer leisure with reference to print and electronic media and the results are shown in the following table.

Table No. 4 Problem of Customer Leisure

Sr. No.	Impact	Print Media	%	Electronic Media	%	Total	%
1	Very Severe	9	11.25	7	8.75	16	10
2	Severe	13	16.25	14	17.5	27	16.875
3	Medium	42	52.5	46	57.5	88	55
4	Average	11	13.75	7	8.75	18	11.25
5	Indifferent	5	6.25	6	7.5	11	6.875
	Total	80	100	80	100	160	100

Source: Primary Data.

It can be observed from the above table that, out of the 80 media print person respondents the highest number of respondents i.e. 42 (52.5%) have opined that the problem of customer leisure is Medium.

It can also be observed that, out of the 80 media electronic person respondents the highest number of respondents i.e. 46 (57.50%) have opined that the problem of competition is Medium.

Problem of Customer Preference

The customer preference is one of the important aspects of public relation practices in all business undertakings. Media is not an exception to this. The researcher has studied the problem of customer preference with reference to print and electronic media and the results are shown in the following table.

Table No. 5 Problem of Customer Preference

Sr. No.	Impact	Print Media	%	Electronic Media	%	Total	%
1	Very Severe	12	15	11	13.75	23	14.375
2	Severe	36	45	35	43.75	71	44.375
3	Medium	13	16.25	14	17.5	27	16.875
4	Average	11	13.75	13	16.25	24	15
5	Indifferent	8	10	7	8.75	15	9.375
	Total	80	100	80	100	160	100

Source: Primary Data.

It can be observed from the above table that, out of the 80 media print person respondents the highest number of respondents i.e. 36 (45%) have opined that the problem of customer leisure is Severe.

It can also be observed that, out of the 80 media electronic person respondents the highest number of respondents i.e. 35 (43.75%) have opined that the problem of competition is Severe.

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CONCLUSION

Thus, it can be seen that public relation practices of print and electronic media are subject to various problems such as, customer awareness, customer education, customer leisure, competition and customer preference. Thus, public relation practices of print and electronic media is a multivariable function. It can also be seen that, the opinions of the executives of print and electronic media about these variables does not show any significant difference.