

Jiwaji University Gwalior

Department of journalism and mass communication

Unit 1, 2

public relation and advertisement

MJMC SECOND SEM

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- What is propaganda ?

Propaganda is information that is used primarily to influence an audience and further an agenda, which may not be objective and may be presenting facts selectively to encourage a particular synthesis or perception, or using loaded language to produce an emotional rather than a rational response to the information that is presented. Propaganda is often associated with material prepared by governments, but activist groups, companies, religious organizations, the media, and individuals can also produce propaganda.

In the 20th century, the term *propaganda* had often been associated with a manipulative approach, but propaganda historically is a neutral descriptive term.

A wide range of materials and media are used for conveying propaganda messages, which changed as new technologies were invented, including paintings, cartoons, posters, pamphlets, films, radio shows, TV shows, and websites. More recently, the digital age has given rise to new ways of disseminating propaganda, for example, through the use of bots and algorithms to create computational propaganda and spread fake or biased news using social media.

- What is sales promotion?

Sales promotion represents a variety of techniques used to stimulate the purchase of a product or brand. Sales promotion has a tactical, rather than strategic role in marketing communications and brand strategy, it is also a form of advertisement used within a short period of time. Researchers Farhangmehr and Brito, reviewed the definitions of sales promotions in marketing texts and journals and identified a set of common characteristics of sales promotion, including:

- Short-term effects and duration;
- Operates and influences only the last phase of the purchase process;
- Exhibits a secondary role in relation to other forms of marketing communication;
- Performs an accessory role regarding the products core benefits
- Is not a single technique, rather it is a set of techniques used for a specific purpose

Cokecaps is a manufacturer-sponsored sales promotion targeted at consumers

Both manufacturers and retailers make extensive use of sales promotions. Retailer-sponsored sales promotions are directed at consumers. Manufacturers use two types of sales promotion, namely:

1. *Consumer sales promotions*: Sales promotions targeted at consumers or end-users and designed to stimulate the actual purchase
2. *Trade promotions*: Sales promotions targeted at trade, especially retailers, designed to increase sales to retailers, to carry the product or brand or to support the retailer in consumer-oriented promotions

• PR central and state government role and function

The Indian Government PR department functions at various levels. The Information Services of the Government of India was organized under the Central Bureau of Information (now called Press Information Bureau), which was set up in 1919, under the Home Department. In 1923, the information activities of different departments were brought under the Central Bureau of Information. In 1939, a Director General of Information was appointed to control and coordinate the war publicity through the then available media.

In 1941, the Department of Information and Broadcasting was created and government publicity agencies working under the control of the other departments were brought under its unified control. However, the Directorate of Public Relations remained under the aegis of the general headquarters. Broadcasting existed in a small form since 1927 and took more than a decade for the Broadcasting Services to be changed from the Indian State Broadcasting Service to the All India Radio.

In 1941, the Department of Information and Broadcasting took over the Broadcasting from the Department of Communications. The Department of Information and Broadcasting was the central agency for the Publicity and Information activity of the Government of India.

The department was designed as the Ministry of Information and Broadcasting in 1947. After Independence, India has built up an extensive network of mass media facilities. Both the traditional media and the state-of-the-art satellite communication have been blended to create the information revolution in the country.

Need for the Government Information Machinery.

Establishing rapport with the people is important for any government to function effectively. In a democratic country like India, the popular support is must for the government to run. It is also the duty of the government to convey to the masses its programs, plans and achievements so that the benefits percolate to all sections of society. It is also necessary to gather feedback on public attitudes and opinions. Feedback is required to modify or suitably alter any policy. These tasks of dissemination of information and collection of feedback are now under by the Information and Broadcasting Ministry.

Media Units of I&B Ministry.

The I&B Ministry handles the information services of the government of India. Under the ministry, there are various media units which keep people informed about plans and programs of the Central government.

The media units are:

- All India Radio,
- Doordarshan,
- Films Division,
- Press Information Bureau,
- Registrar of Newspapers for India,
- Publications Division,
- Directorate of Field Publicity,
- Directorate of Advertising and Visual Publicity,
- Photo Division,
- Song and Drama Division and its Research and Reference Division.
- Directorate of Film Festivals,
- National Film Development Corporation,
- Film and Television Institute of India,
- Indian Institute of Mass Communication, and
- the National Center of Films for Children and Young Persons

The State Government PR Machinery.

The state has also its PR machinery and media units to disseminate information. The District PROs are the key persons in this structure. Each of the states has a Directorate

of Information and Public Relations which coordinates activities through field publicity offices. Its strength is not very large and dependent on specific needs.

Each directorate may have sections such as:

- The publications wing,
- The field publicity and exhibition section,
- The planning and development wing,
- The cultural development section,
- The information wing to feed the press,
- The scrutiny section to watch out for public reaction,
- The advertisement wing,
- The special campaign wing,
- The research and reference wing.

Functions

The objectives of the Ministry of I & B have been elucidated in its Annual Report 1991-92, as being "to inform, educate and entertain the people". The media units of the ministry seek to create a climate of awareness, guide the directions of development, and ensure peoples' participation in the implementation of policies, plans and programmes of the GOI. These objectives of the ministry are sought to be achieved through its media units like All India Radio (AIR), Doordarshan Kendra (DDK), Press Information Bureau (PIB), Directorate of Advertising and Visual Publicity (DAVP) and others.

The functions of media units or public relations departments in Central Government are broadly divided into two categories:

- a) media communication;
of dissemination of information to the public on various policies, programmes and achievements of the department concerned through different
- b) making an objective assessment of public reactions to the policies and programmes of government as the latter are reflected in the newspapers, legislative forums and through direct interaction with the opinion leaders; and keeping the department information of people's reactions for adjustment of policies if any.

MEDIA UNITS;- Though brief mention of the Ministry of I & B's Media Units has been made in earlier Blocks. we will now discuss here the organizational structure of these Media Units for a better understanding of their functioning.

All India Radio,

All India Radio (AIR), also known as Akashvani, is headed by a Director-General, who is assisted by several Deputy Director-Generals and a Chief Engineer. The executive functions are carried out by the 125 regional stations situated all over the country. Important divisions of All India Radio include: News Services Division, Home Services, Educational Programmes, Commercial Service, External Services Division and the Audience Research Unit. AIR'S Audience Research Unit provides qualitative feedback on audience size and composition, reaction of listeners' to the programmes and assessment of impact on target audiences. AIR at present broadcast 286 news bulletins for a duration of over 38 hrs. 35 mts. in its Home and External services. These are broadcast in 62 languages and 13 1 dialects in Home Services and 25 languages including 16 foreign languages over the External Services. Special bulletins are also used, during elections or during crises like floods, earthquake or other disasters, to keep citizens informed on the latest situation. External Services Division of the AIR serves as an electronic ambassador of India. The overseas broadcasts are meant to project the Indian point of view on world affairs and acquaint the overseas listener with the developments in India. AIR also lays special emphasis on rural programmes to provide media support to the task of national reconstruction. There are 140 MW transmitters, 43 SW transmitters and 47 FM transmitters. The Radio coverage as on 31-3-1992 was 85 per cent by area and 95.7 per cent - by population.

Doordarshan

Started in 1959, Doordarshan has, over the years, grown into one of the world's largest TV networks with its signals reaching about 80 per cent of the country's population. It uses domestic satellite for dissemination of tv service . the doordarshan network by the end of 1992 consisted of 53 1 Transmitters of varying power and 20 Programme Production Centres spread throughout the country. At present, the National Service is available throughout the country while the Primary Channel is based on the Regional Kendras and the four Metropolitan Kendras, namely Bombay, Delhi, Calcutta and Madras, which are called Metro Channels. With the rapid expansion of the television network in the country, the scope for video software generation for television has increased. The Doordarshan is headed by a director-General who is assisted by Additional-Director Generals and the Engineer-in-Chief. Each Regional Kendra is headed by a Director. Its coverage includes national programmes, news and current affairs, commercials, rural programmes, educational programmes, special campaigns of social relevance like family welfare, promotion of savings, child immunization etc. The

morning, afternoon and evening transmission cover a variety of programmes to suit the needs of both the urban and rural population. Commercials were introduced on Doordarshan in 1976. It is interesting to note that Doordarshan began its telecast as an educational experiment and has since considerably expanded its educational programmes, both the syllabus oriented and enrichment type, in keeping with developmental aims. Programmes of higher education produced by UGC as well as IGNOU, are telecast on the national network. Besides this, special audience programmes for children, women, rural folk, artisans etc. are also telecast. National programmes focus on national integration, communal harmony, family welfare, art and culture, scientific innovation and current affairs. INTEXT service is provided to transmit information on stock market, train timings, air service timings, weather forecast etc. With the approval of General Purposes Committee of both Houses of Parliament, Doordarshan commenced the telecast of the proceedings of the Question Hour of the Lok Sabha and Rajya Sabha since December, 1991. Live telecast of address by the President, Finance Minister's Budget Speech, Railway Budget Presentation etc. are also now being telecast.

Films Division

It is the largest agency in the world devoted to production and distribution of documentaries and news magazines. It also produces films for other departments of the government e.g. agriculture, defence etc. These films are screened throughout the country through various channels and also abroad through Indian embassies and TV networks. Important national and international events are filmed in news magazines. It also caters to at least 5-6 crores of rural audience every week, producing rural based features in regional languages and dialects. Many of its productions have won national and international awards. With informational and educational films, it seeks to disseminate information on important aspects of the country's life with particular bearing on vital issues of development. On an average, the Films Division produces about 26 news magazines, and 110 documentaries, featurettes and films every year. It is estimated that about 10 crore people view these films annually.

Press Information Bureau (PIB)

PIB is the central agency of the Government for dissemination of information of its policies, programmes and activities. The bureau supplies information to news agencies and the media through its countrywide teleprinter network. The Bureau's officers, who are attached to all departments, explain and interpret government policies and also help to evaluate public opinion. The PIB disseminates information through press notes,

handouts, communiques, backgrounders, features, press conferences, newsletters, conducted tours, photographs etc. For further spreading the flow of information, it is proposed to link the headquarters with all regional and branch offices through a data bank facility.

Registrar of Newspapers for India (RNI)

The Registrar of Newspapers for India was set up in July 1956 to maintain statistics of newspapers in the country. It verifies and regulates the availability of titles of newspapers, registers them, verifies their circulation and brings out an annual report, 'Press in India'. The Certificate of Registration is issued by this office when a new newspaper is registered under valid declaration. The Registrar allocates newsprint to various newspapers. It has branch offices in Calcutta, Bombay and Madras.

Publications Division

The Publications Division has established itself as the largest publishing organization in the public sector. It is headed by Director who is responsible for the production, sale and distribution of books and journals brought out by the Division to help readers to know India in its varied aspects-history, culture, economy, art, flora and fauna. Publications include biographies of eminent persons, speeches by national leaders, travel and tourism material and so on. Till the end of March 1992, the Division had produced 6,400 titles in English, Hindi and other Indian language. The Division brings out 20 government journals in English, Hindi, and other languages for the central government departments.

yojana, a journal devoted to planning and development, is brought out in 12 languages. Kurukshetra, a monthly, published both in English and Hindi, on behalf of the Department of Rural Development, disseminates information on various programmes of rural development. The 'Employment News' in English and 'Rozgar Samachar' in Hindi and Urdu is the largest circulated weekly of the division.

Directorate of Field Publicity

The Directorate of Field Publicity (DFP) is the largest rural oriented publicity set-up. The Field Publicity Officers of directorate reach the people almost at their doorsteps in villages and at congregations like fairs and festivals to inform and interpret the policies and programmes of the government in local languages, dialects and provide on-the-spot elucidations. The Directorate, headed by a Director-General, has 22 Regional Offices and 257 field units, including 72 border and 30 family welfare units, in various parts of the country. The field units have a vehicle equipped with cine-equipment and utilize both modern and traditional formats of publicity like films, song and drama programmes, oral communication and photo exhibitions. They national integration and mobilize public opinion in favour of Public Relations Practices in welfare programmes and reinforce people's faith in fundamental-national values. The field unit is the

only interpersonal media of the I & B ministry which acts as a two-way bridge. It also gathers people's reactions to programmes and reports back the same for appropriate action by the government.

Photo Division

This division is responsible for documenting photographically the growth and development of the nation in social, economic and cultural fields. It maintains a Photo library with a valuable collection of photographic negatives of major news events which are of archival value. Black and white photographs of national and international events are supplied to the PIB. Photo coverages of VIP visits, both Indian and foreign, are undertaken. It supplies photographs for both internal and external publicity. It also provides training to photographers and organizes photo contests periodically.

Song and Drama Division

The Song and Drama Division, set up in 1954, utilizes the traditional media for the purpose of creating awareness among the people about various national programmes of socioeconomic significance. A wide range of stage forms such as drama, dance, puppets, folk recitals and traditional plays are used for the purpose of social communication projecting developmental activities. These folk dances have the advantage of adaptability and help to establish easy rapport with the people. The division caters to the entertainment needs of the 'Armed Forces' in the forward areas. There are six department troupes in the division located at Pune, Hyderabad, Srinagar, Delhi, Patna and Bhubaneswar. The Division has a sound and light unit each at Delhi and Bangalore. The Division also utilizes about 600 private troupes which are registered with it. It has a centre at Ranchi under Tribal Project Plan to make use of the tribal talent in Madhya Pradesh, Bihar and Orissa. The "Light and Sound programmes have also proved to be very successful.

Research and Reference Division

The Research and Reference Division, set up in 1950, is responsible for furnishing reference material for publicity purposes to the ministries and its various media units. The division issues backgrounders, the biographical sketches of eminent Indian and prepares a fortnightly 'Diary of Events' covering important national events. It runs documentation and research services on matters of public interest, as well as events

ould trends in the field of mass communication in the country. It brings out two standard and authoritative works of reference on India: "India-A Reference Annual", "Mass Media in India". The division has a Reference Library with a large collection of books on various disciplines of mass media. The Library serves 700 accredited correspondents and a large number of media personnel on government duty. It is also a one-point depository of the reports of various government commissions and committees. A National Documentation Centre for Mass Communication was created in 1976 as a part of the division for collecting, interpreting and discriminating information about the events and trends in mass communication. It brings out eight services: "Current Awareness Service". "Reference information Service". "Bibliography Service", "Who's who in mass media". "Honours conferred on Mass Communicators", "Media Memory", "World Media Service", "Bulletin on Film".