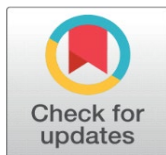
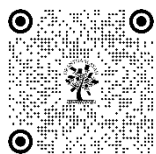


THE ROLE OF ADVERTISEMENTS IN BUILDING OF PUBLIC RELATIONS IN INDIA

Dr. Yogesh M.S ¹

¹Associate Professor, Department of Political Science, Government First Grade College, Srirangapatna, Mandya District, Karnataka



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ABSTRACT

Public relations deals with the relationship between the people and the activities of the government. Citizens have many different demands from the government. The government communicates its work and plans to the citizens. There are many ways to communicate the people about the functioning of the government. Advertising is an important tool among them. Public relations are organized according to morality and law. Public relations depend on truth and action and include calm, patience and good humor. If false advertising is given to the people, a criminal case can be registered. The law supports the registration of cases from sections 499 to 522 of the Indian Penal Code of 1860.

The government itself understands its objectives and achievements through the media, public opinions, newspapers, telephone, elections, helplines, advertisements and other means. Among these, the largest area of public relations is advertising. Advertising informs the people about the status of education, health, sanitation, environment, irrigation, agriculture, industry, etc. In this context, the research paper is important. In India, there are 462 million social media users, while television viewers are 97 percent. In India, there are 34.90 million email users and 820 million online users.

Keywords: Advertisement, Ethics, Law, Health, Education, Development, Peoples

1. INTRODUCTION

India is the largest democratic system and the most country in the world. Governments are formed by the citizens. For this, there should be a good relationship between the citizens and the government. The activities and development programs of the government should be available to the people. The government is following many ways to easily reach the people about what the government is doing for the citizens. In this, it uses tools like newspapers, radio, television, public opinion, advertising. It easily tells the people what the government is doing for the benefit of the people. Advertising is a one-way communication or publication in public relations. It is possible to understand, even if it is not possible to respond or express an opinion. Sometimes advertisements play a major role due to social values and public interest. In today's information technology age, advertisements strengthen the government and sometimes change it. Advertising is an easy way for the government to communicate with the people.

Public relations means how the government is working and how efficiently it is acting. Mike Cammy says "Public relations is the sum total of all the important and minor contacts between the bureaucracy and the citizens and the total effect of the influence and attitude that these contacts produce". This definition means the mutual contact between the people and the ruling class. Public relations should be done by the government or the ruling class to do things that the citizens appreciate and want.

The relationship between the government or the administration and the citizens has existed since ancient times. Since the reign of kings, all the functions performed by the king were conveyed to the citizens. The connection between the king and the citizens was known through propaganda and espionage. In modern times, the connection or relationship between the ruling class and the people is vast.

1.1. OBJECTIVES OF THE STUDY

The objective of the study on the subject of the role of advertising in the development of public relations is how the government and the ruling class connect with the people.

2. RESEARCH METHODOLOGY

The research method on the subject of the role of advertising in the development of public relations has adopted secondary data. This research has been completed on the basis of press releases, articles, research papers.

2.1. NEED FOR ADVERTISING IN PUBLIC RELATIONS

Advertising is used by the government to reach specific people. The need for advertising in public relations can be understood as follows.

- 1) Advertising is needed in public relations to reach the people with the schemes and programmes of the government.
- 2) It provides opportunities for providing social justice to the oppressed community.
- 3) To provide education, health, roads, essential commodities to the people
- 4) To enable citizens to live under good justice and to avail the services of the judiciary.
- 5) Advertising is needed in public relations to affect the social, economic, political knowledge and freedom of the citizens.

3. ADVERTISEMENTS IN INDIA

There are several types of advertisements in the private and public sectors of India. These include advertisements in public places, radio, television, social media and mobile apps. The government uses advertisements to create awareness and knowledge among the citizens. The government wants to provide information about sectors like education, health, housing, irrigation, roads, connectivity etc. It also gets information about the journals and aspirations of the people. People's opinions about the government are collected through seminars, government reports, public opinion, protests, intelligence reports, public places like railway stations, bus stands, and during travel, voting, education, birth and death certificate etc. Advertising is an important tool to understand the connection between people and the government. The government advertises on sports, culture, health, women empowerment, public service programs, demonetization, GST, sanitation, national holidays, etc.

3.1. TYPES OF PUBLIC RELATIONS

There are three main types of public relations advertising.

- 1) Visual advertising: Public relations between the government and the citizens are made up of visual advertising. There are advertisements that are visible, that is, seen and understood, in newspapers, hoardings in public places, public places, parks and government-issued nameplates.
- 2) Audio advertising: The connection between the government and the citizens is a way of understanding through perception. Such a connection is radio.
- 3) Visual and audio advertising: In public relations, government plans and programs are understood through Audio-visual advertisements. Among them, television, social networks and cinema are prominent.

3.2. IMPORTANT ADVERTISING TOOLS USED FOR PUBLIC RELATIONS

Informing people about the plans and works of the government in a democratic system ensures morality and law. The government conveys the information to the citizens through advertising. For this, advertising is a tool, and such tools are explained as follows.

1) Advertising on the Internet

With the development of information technology, public relations have shifted to the Internet. The government, through its various institutions, is engaged in disseminating information to the people on the Internet regarding issues such as education, health, poverty alleviation, economic development, roads, transport, communication, finance. It provides information to the citizens through government websites, e-mail and social media.

2) Advertising on social media

In recent times, the fastest means of promotion is social media. Social media such as WhatsApp, Facebook, Instagram, X etc. have made it easy to introduce the daily activities of the government to the people.

3) Newspapers

For many decades, most of the government advertisements have been printed in the news media. The government shares its activities with the people through the news media, newspapers, magazines, brochures. Since the public has a habit of reading newspapers, when the government's plans and development works are published in the newspapers, the information naturally reaches the people.

4) Advertisement through e-mail

E-mail is a good tool to inform the public about the government's schemes and programs. Since most of the citizens now have an e-mail address and use e-mail in many cases, it has become easier for the government to deal with the public. Therefore, e-mail is a good tool for the government to convey its purpose to the people.

5) Broadcast, Radio and Television Advertisement

The government's schemes and development programs are broadcasted through, radio and television advertisements. The government is in constant contact with the media. Government measures are questioned on many channels of television and people's representatives provide information. The media broadcasts the functioning of each department of the government.

6) Outdoor Advertisement

Government advertisements are displayed in many places in the public. Mainly in government institutions such as taluk offices, public hospitals, panchayat offices and advertisements are displayed on national highways or in highly populated areas. Many schemes launched by the government for the people are reached through outdoor advertisements.

7) Advertisement through mobile

Currently, the number of mobile users is huge. Every mobile user can easily check the schemes and programs of the government. There is an opportunity to check through SMS, MMS, PDF, high-speed toll free calls, e-mail and websites. This has led to a better relationship between the government and the citizens.

8) Government Buildings and Places

There are advertisements to form public relations in every department, corporation, commission, board and authority of the government. The Health Department creates awareness among the people about health. The Social Welfare Department informs the people about the facilities available. Rural and urban local governments advertise in front of their offices about drinking water, sewage, sanitation, environment etc. within their areas.

4. ADVANTAGES OF PUBLIC RELATIONS ADVERTISEMENT

Advertisements are important tools to form public relations. The advantages arising from advertising can be understood as follows.

- 1) Good relations between government officials and citizens are enhanced.

- 2) Citizens gain social, economic, political and educational knowledge.
- 3) Citizens are informed about government schemes and programmes.
- 4) Government officials become more efficient and their sense of duty increases.
- 5) Political awareness is created among citizens.
- 6) Voter turnout is influenced in elections.

5. DISADVANTAGES OF PUBLIC RELATIONS ADVERTISING

- 1) It causes excessive burden to the government. Advertising costs more than the cost of government programs.
- 2) Many government schemes and programs do not reach the common people.
- 3) There is a shortage of skilled personnel in public administration to prepare advertisements. Due to this, private administration is relied upon, which is costly.

6. CONCLUSION

Public relations can create awareness among citizens about the government and its powers. Government schemes and development are successful only when they reach the people. Advertising is effective. E-advertising plays a more important role today than traditional advertising. Advertisements broadcast on social media and news media reach the people. This creates a public relationship between the government and the people.

CONFLICT OF INTERESTS

None.

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