

UNIT 1: HISTORY OF PUBLIC RELATIONS

Objectives

At the end of the lesson, you should be able to:

- 1) Understand how Public Relations started.
- 2) Explain the beginnings of Public Relations.

Learning outcomes

Students should be able to understand what PR is and how it got started as early forms of communication. One step towards this is the creation of a corporate identity and the use of house journals. Candidates also need to know the origins of modern PR and development of newer communication media and the development of PR consultancies.

Definitions

- 1) Corporate identity: Visible and physical representation of an organisation using logotype, company colours, dress. E.g. Shell, Nestle, Proton.
- 2) Corporate Image: Mental impression of an organisation as a whole based on the knowledge & experience. People may have different opinion/image about an organisation.
- 3) Livery: Colours, styling of logos of all forms seen on transportation vehicles.
- 4) House journal: Private journal for internal and external readers.
- 5) Internal House Journal: Company newspaper given to employees of an organisation.
- 6) External House Journal: Journals like magazines given to outsiders like distributors, consumers, suppliers/specialised magazines to improve their knowledge of market, organisations, products & services.

Notes

- 1) What is PR?
 - PR is about creating understanding through knowledge and it often involves effecting change.
 - It is a form of communication and it applies to every organisation in the public & private sector.
 - It is bigger than marketing/advertising.
- 2) Early Forms of Communication
 - Painting in the caves
 - Graffiti on stones
 - Holy book – Quran & Bible
 - Announcement of ancient Olympic events, sale of slaves.
- 3) Origins of Modern PR
 - 1809: British Treasury appointed a press spokesman.

- 1854: Post Office declared the necessity of explaining its services to the public (in 1st annual report).
- After 1st World War, British government used PR methods to explain its health & housing schemes.
- 1926 – 1933: Sir Stephen Tallents on behalf of the Empire Marketing Board spent £1 million on making fruits & other products better known to British public by means of films, posters & exhibitions.

Basic Reading

Jefkins, F. & Yadin, D. (1998). **Frameworks: Public Relations (5th Edition)**. Bell & Bain Ltd.: Glasgow, Pg. 1-5 (please refer to Chapter 1)

Additional Reading

Kitchen, P.J. (1999). **Public Relations: Principles and Practice**. International Thomson Business Press: Croatia

Seitel, F.P. (1998). **The Practice of Public Relations (International Edition)**. Prentice-Hall: New Jersey

Wilcox, D.L., Ault, P.H. & Agee, W.K. (1997). **Public Relations: Strategies and Tactics**. Longman: New York

Essay Questions

- 1) How did corporate identity originate?
- 2) What is meant by livery?

