



“बेटी बचाओ, बेटी पढ़ाओ”

## **JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR**

**(Format for Preparing E Notes)**

**(JOURNALISM DEPARTMENT)**

**Faculty of Education and research methodology**

**Faculty Name-                   JV'n Manisha Peepliwal (Assistant Professor)**

**Program-                            B.A. journalism 3<sup>rd</sup> Semester**

**Course Name -                   Public Relation**

**Session No. & Name –   2023-2024**

**Academic Day starts with –**

- Greeting with saying ‘**Namaste**’ by joining Hands together following by 2-3 Minutes Happy session, Celebrating birthday of any student of respective class and **National Anthem**.

Lecture Starts with-

Review of previous Session- In our previous session sources of news. We read and learn about news agencies like ANI United press international Associated press etc.

Topic to be discussed today- public opinion.

Lesson deliverance (ICT, Diagrams & Live Example) - live discussion

- PPT (10 Slides)

➤ Diagrams

Introduction & Brief Discussion about the Topic

- Public opinion
- University Library Reference-

➤ E-notes, handmade notes.

➤ E- Journal

➤ Online Reference if Any.

- Suggestions to secure good marks to answer in exam-

➤ Explain answer with key point answers

- Questions to check understanding level of students-

- Small Discussion About Next Topic-

- Academic Day ends with-

National song ' **Vande Mataram** '

## **PUBLIC OPINION**

Public opinion plays a significant role in the field of public relations (PR). Public relations is all about managing and shaping the perception of an organization or individual in the eyes of the public, and public opinion is a key component of that perception

Here's how public opinion is related to public relations:

**Understanding Public Opinion:** PR professionals need to stay attuned to public sentiment and opinions about their clients or organizations. This understanding helps them tailor their communication strategies effectively. They often use surveys, focus groups, social media monitoring, and other research methods to gauge public sentiment.

**Reputation Management:** Public opinion directly affects an entity's reputation. PR professionals work to maintain or improve their clients' reputations by addressing negative opinions, responding to crises, and promoting positive aspects of their clients.

**Crisis Communication:** In times of crisis, such as a product recall, scandal, or negative news coverage, public opinion can rapidly shift. PR professionals must be skilled in managing and mitigating damage to their clients' reputation by addressing public concerns, providing accurate information, and working to rebuild trust.

**Media Relations:** Public relations often involve interacting with the media. The media plays a significant role in shaping public opinion. PR professionals work to maintain positive relationships with journalists and influence media coverage to present their clients in the best light possible.

**Community Engagement:** PR efforts often involve engaging with the local community or the broader public. A positive public opinion within these communities can lead to support for an organization's initiatives, products, or services.

**Advocacy and Lobbying:** In political PR, public opinion is crucial for success. PR professionals working in advocacy or lobbying use strategies to shape public opinion on specific issues to influence policymakers.

**Public Education Campaigns:** Public relations are also used for educational purposes, such as raising awareness about public health issues, social causes, or environmental concerns. PR campaigns aim to influence public opinion and behavior positively in these areas.

**Social Media Management:** With the rise of social media, public opinion can be rapidly influenced and spread. PR professionals often manage social media accounts to engage with the public directly and address concerns or promote positive messaging.

**Measuring Public Opinion:** PR practitioners use various metrics and tools to measure public sentiment and opinion. These include sentiment analysis, media monitoring, and surveys. This data informs their strategies and allows them to track changes in public opinion over time.

In summary, public opinion is a central consideration in public relations. PR professionals aim to influence, manage, and respond to public sentiment to achieve their clients' communication goals and maintain a positive reputation. Understanding and adapting to public opinion is essential in the practice of public relations