

Q.2 Explain the public relation in brief.

Public relation (PR) is the practise of deliberately managing the release and spread of information between an individual or an orgⁿ and the public. or a non-profit public relations (PR) and publicity differ in that PR is controlled internally, where as publicity is not controlled and contributed by external parties. Public

relations may include an orgⁿ or individual gaining exposure to their audience using topics of public interest and news items that do not require direct payment. This differentiates it from advertising as a form of marketing communications. Public relations aims to create or obtain coverage for clients for free, also known as earned media. Rather than paying for marketing or advertising. But in the 2010's advertising is also a part of broader PR activities.