

Q2
Ans

Public relations is nothing but the practice of protecting as well as enhancing the reputation of any particular organization/firm or for that matter any individual. The practice of maintaining a healthy relationship between organization and its public/employees/stakeholders/investors/partners is called public relations. Public Relation activities ensure the correct flow of information between organization and its public also called its target audience. Public relation goes a long way in maintaining the brand image of an organization in the eyes of its audience, stake holders, investors and all others who are associated with it.

Some public Relation activities are by enhancing and addressing the media and also holding up and speaking at various press conference,

Seminars, and advertising to correctly position the brand, pamphlets, magazines, notices, newsletters and so on. Organizing various event shows and exhibitions.

And some effective public relations would be like awareness, to create a positive image of the organization, and acceptance that audience must understand what the message intends to communicate. And lastly the act that the audience act to give feedback to the organization accordingly.