

Exam-8

Ques: Differentiate between advertising and public relation.

Ans:

advertising	public relation
<ul style="list-style-type: none">• you can pay for an advertisement to be placed in the media.	<ul style="list-style-type: none">• your PR agency develops strategies for you to gain publicity in the media.
<ul style="list-style-type: none">• you have control over the content of your advertisement including where and what it will be seen in the media.	<ul style="list-style-type: none">• you have less control of your coverage in the media. once you send a story idea to a journalist they have control over it.
<ul style="list-style-type: none">• you can pay for an advertisement to be shown in the media as many times as your budget allows.	<ul style="list-style-type: none">• It is that you can send a story idea to a no. of journalists who will then publish the story in diff. ways.

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- It have less credibility than the coverage gained by P.R. When you target audience sees an advertisement but they know it has been bought by a company trying to sell them something.

PR provides information and newsworthy stories to a journalist so that they can write an article about your product or business.