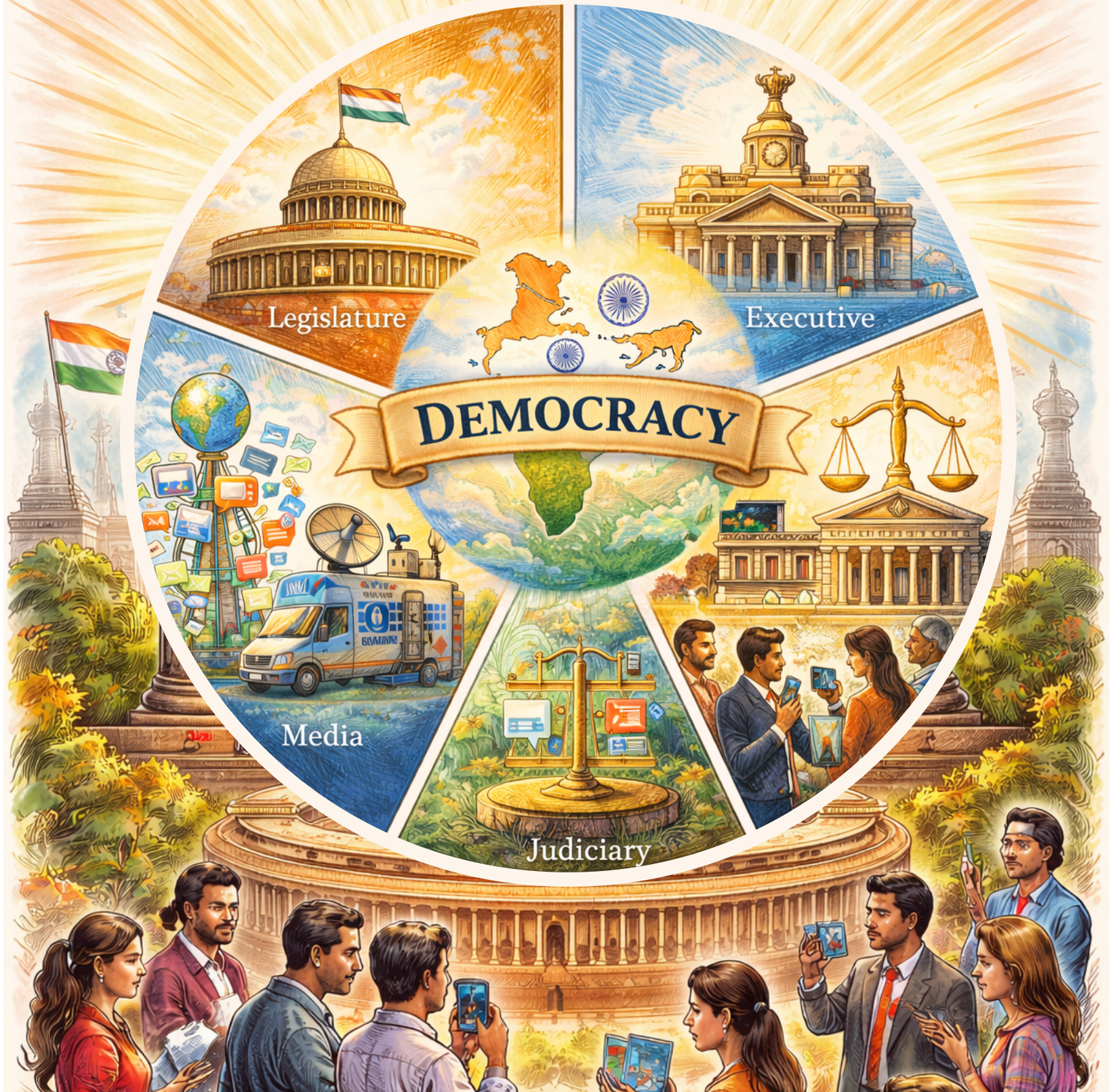


April 2026

PRSI HARMONY

Building Bridges of Trust





Public Relations Society of India
celebrates

National Public Relations Day

21st April 2026

New Delhi

Theme: Public Relations as the Fifth Pillar of Democracy

Chief Guest



**Padma Bhushan
Shri Ram Bahadur Rai**
President IGCA

Guest of Honour



Justice Bhanwar Singh
Former Judge, Allahabad High Court



Mr. Sandeep Marwah
Chancellor, AAFT University, NOIDA



Ambassador Akhilesh Mishra
Foreign Service Officer



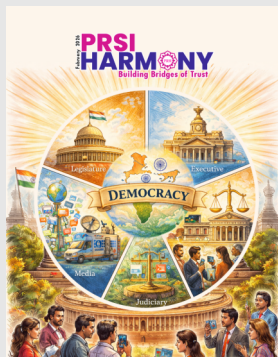
Dr Ajit Pathak
National President, PRSI



Prof(Dr). Charu Lata Singh
Chairperson, Delhi Chapter, PRSI



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**PRSI Organises 48th
All India PR Conference**

Hotel Swosti Premium, Bhubaneswar

— 25th, 26th & 27th Dec 2026 —

Bhubaneswar, a traditional business centre since ancient times is ready to connect India with the world!



Theme:

**Ethics in Business
– Role of Public Relations**

Public Relations : Fifth Pillar of Democracy



Dr. Ajit Pathak
National President, PRSI

Dear Public Relations Colleagues,

Greetings for the National Public Relations Day!

Public Relations Society of India celebrates April 21st as the national public relations day to re-dedicate ourselves for strengthening the profession of public relations and communication. There is a sustained need to upgrade and update the quality of public relations in the country and also voice the issues of concern for PR. The Public Relations Society of India (PRSI) was established in 1958 to promote and strengthen public relations as a profession by taking-up professional development programmes, training, workshops, Seminars, Awards and programmes for PR and mass communication students.

The Indian PR professionals met for the first time in New Delhi at the 1st All India Public Relations Conference on April 21, 1968. Code of ethics for PR profession was also adopted at this conference, marking the beginning of professional public relations in India. In 1986, April 21 was declared as the national PR day to celebrate the historic milestones of the public relations profession.

India is the largest democracy of the world; the constitution of India is the longest written national constitution which declares India to be a sovereign, socialist, secular, and democratic republic. It establishes the framework that defines the fundamental political system, structure, procedures, powers and responsibilities of the government institutions and that of the citizens.

Fundamental rights are the basic privileges granted to the citizens

while directive principles define duties of the citizens. Democracy is built on three key pillars that work together to ensure its functioning – Legislature, Executive, Judiciary; Media is respected as the fourth pillar.

1. Legislature: The law-making body, composed of elected representatives, that frames policies and laws for the country.
2. Executive: The government branch responsible for implementing laws and policies, headed by the Prime Minister or President.
3. Judiciary: The independent judicial system that interprets laws, ensures justice, and protects citizens' rights.
4. Media: The fourth estate, responsible for disseminating information, holding those in power accountable, and promoting transparency.
5. These pillars ensure accountability, representation, and checks on power, upholding democratic values.

Democracy is not just as a political system but is a spiritual imperative based on equality, freedom, values, education and a vision to become nation's strength.

Theme proposed for National PR Day is “Public Relations: Fifth Pillar of Democracy”, through which we wish to collectively loud the role of Public Relations as the fifth Pillar of the democracy. Proposed theme will showcase the balancing role of PR in building trust between the various stakeholders of the democracy and work towards a stronger nation.

While the public relations practitioners build bridges of trust, they also work as the social scientists to effectively understand the sentiments, aspirations and perceptions of the various target audiences, it also works to communicate the programmes and achievements of the governments or the organisations.

The Public Relations Society of India, working with commitment since 1958 to promote the recognition of public relations as a profession has over 25 chapters and over 5000 members, has been instrumental in shaping the public relations landscape in India, with greater association of youth and international institutions.

We have meaningful association with the international public relations association and the global alliance of public relations and communication management.

While we have chosen all government programmes as the themes of our All India Public Relations Conferences and other campaigns, PRSI has to its credit campaigns like media transparency drive, Unity India drive, anti-terrorism movement, ethics in political communications and Voters' awareness drive, Salutations to Indian Armed Forces, One Nation. One Agenda. One Voice and Building Trust: Role of PR.

Themes chosen for our recent All India Public Relations Conferences:

- Sab Ka Saath: Sab Ka Vikas: Jaipur
- Make in India: Ahmedabad
- Young India & Communication Revolution: Kolkata

- Emerging India: Smart Cities-Smart Communication; Vishakhapatnam.
- Himalaya and Ganga - Pride of the Nation: Converting Challenges to Opportunities through effective Public Relations: Dehradun
- Aatmanirbhar Bharat: Role of Public Relations: Bhopal
- G 20: Showcasing Indian Values and the emerging India to the World: Opportunities for Public Relations
- National Values: International Competencies - Role of Public Relations

Empowering Growth. Preserving Roots- The Public Relations Vision for 2047

While we have chosen all government programmes as the themes of our All India Public Relations Conferences and other campaigns, PRSI has to its credit campaigns like media transparency drive, Unity India drive, Anti-terrorism movement, ethics in political communications and voters' awareness drive, salutations to Indian Armed Forces, One Nation. One Agenda. One Voice, Building Trust: Role of PR G20 and Sanatan Bharat.

In 2005 when Right to Information was introduced, PRSI was the first organisation to extend professional support to the Central Information Commission to create awareness on RTI and its power to empower the citizens. CIC Conducted a workshop for the National council members of PRSI in June 2007. Advertising campaign, posters, jingles and skit competitions for mass communication and Public Relations students were also organized by the Society. It was honour for the PRSI to organise media meets of CIC at different states and platforms.

In early 2020, when the COVID-19 epidemic started threatening human lives, everyone was scared and there was an urgent need to make our people aware of the basic precautions to avoid Corona. Appreciating the need for this awareness, Public Relations Society of India exhibited its best to create a positive wave to eliminate Corona from India by making people aware and enlightened.

Out-of-box efforts were required to do this Public Relations activity without the physical involvement with Public.

Our Chapters across the country took the challenge head-on and got engaged in creating awareness posters and campaigns through social media, distribution of supporting aids to the medical staff and police, organising webinars and even humble efforts of collecting funds to support the government.

Besides organising value added virtual programmes, PRSI organised competitions for students, Mass Communication teachers and school children.

The rich traditions of PRSI National Awards and the All India Public Relations Conference were maintained through virtual platforms.

Even poetry and cultural events were organised to break the sadness of the Covid impact.

PRSI had the honour to salute corona warriors for their brave contributions with Pride of India Award for the brave Corona Fight.

Considering the Covid environment PRSI organised a 15 day long All India PR-Mass Communication Orientation Programme for students from 1st Oct to 15th Oct, 2021 presenting best of the Academicians and professionals to the students who were pursuing public relations, journalism and mass communication courses.

India is a significant player globally in terms of economy, consumer power, Information Technology developments, defence capabilities and above all visionary leadership of Prime Minister, Shri Narendra Modi. India is expected to grow between 6.4% and 6.7% in FY26, driven by domestic demand, a young and tech-adaptive workforce, and government policy support.

India's IT sector is expected to cross \$245 billion, growing at an annual rate of 8.4%. The sector is projected to reach \$350 billion by 2026.

The Indian military is ranked as the fourth most-powerful in the world and the country aims to reach \$3 lakh crore in defence production by 2029, with a focus on self-reliance and indigenous manufacturing.

The government is promoting skill development, innovation and entrepreneurship through initiatives like the “Make in India”.

All these developments give the country a great hope and the Public relations industry of the country has to make significant contributions to take India to the next level of development.

This is the Amrit Kaal of India and by 2047, 140 million Indians aspire to see India as the developed nation.

Nalanda, Public Relations Society of India Students' Forum has been created to promote Industry academia interface and prepare the next generation of PR and communication industry in India with more empowerment and skill development. Nalanda -Public Relations Society of India Students' Forums are being created by PRSI chapters in the University / Institute campuses.

.Theses Forums will enhance a public relations role and commitment for the nation.

Public Relations also realises its increasing responsibilities for effective use of social media and artificial intelligence. There is an urgent need to act to control unethical use of the technology which may harm the social and political structure of the country. There are so may positive gains out of AI which can change country. We are committed to convert all challenges to opportunities.

Public Relations of the country is geared up to shoulder greater responsibility to create bridges of trust to strengthen the democracy and take the Bharat 2047 to the new height of respect in the world.

Give the professional recognition to Public Relations: Public Relations will build the democracy stronger and showcase to the world, the power of Indian values, traditions and that of emerging India.



Public Relations: The Fifth Pillar of Democracy

Re-imagining Trust, Dialogue and Governance in India



Dr. Yasir Arfat

Dr. Yasir Arfat is an Assistant Professor at Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi, with over seven years of experience in academia, research, and media. He has taught at IIMC and Swami Vivekanand Subharti University, is an alumnus of the University of Delhi, Jamia Millia Islamia, and CUHP.

In the world's largest democracy, governance is not merely exercised through institutions—it is experienced through communication. Across India, democracy unfolds in everyday spaces: in conversations at tea stalls, in digital debates on smartphones, and in the collective interpretation of policies that shape people's lives. While the Legislature, Executive, and Judiciary form the constitutional backbone of governance, and the Media acts as the fourth pillar by informing and scrutinizing power, there exists another force that quietly sustains democratic engagement—Public Relations. Increasingly recognized by the Public Relations Society of India (PRSI), PR has emerged as the essential bridge that connects governance with the people, transforming democracy from a formal structure into a lived experience.

Democracy, at its core, is not limited to periodic elections; it thrives on continuous dialogue. Institutions



may frame laws, implement policies, and deliver justice, but their effectiveness depends on how well they are understood and trusted by citizens. This is where Public Relations becomes indispensable. It translates complex policies into relatable narratives, ensures that information reaches diverse populations in accessible forms, and creates channels through which citizens can respond, question, and participate. As emphasized in PRSI's vision and National PR Day messaging, democracy is strengthened not only by systems of power but by systems of communication that foster trust and understanding.

The idea of Public Relations as the "Fifth Pillar of Democracy" reflects this evolving reality. PR is no longer confined to publicity or image-building; it has become a structured and ethical practice of managing relationships between institutions and society. It plays a crucial role in simplifying governance, enabling two-way communication, and building public confidence. In a country as diverse as

India—with its multiple languages, cultures, and socio-economic variations—this communicative function becomes even more vital. Without PR, governance risks becoming distant and opaque; with it, governance becomes participatory and inclusive.

PRSI has been at the forefront of shaping this understanding of Public Relations in India. Since its establishment in 1958, the organization has worked consistently to professionalize PR, promote ethical standards, and position communication as a tool of nation-building. Its initiatives—from RTI awareness campaigns to COVID-19 communication efforts and voter awareness drives—demonstrate how PR operates as a public service that supports transparency, accountability, and citizen empowerment. Through its conferences, campaigns, and student engagement programs, PRSI has reinforced the idea that PR professionals are not merely communicators but facilitators of democratic dialogue.

Historically, the role of communication in India's democratic journey has evolved across phases. During the freedom movement, leaders like Mahatma Gandhi used communication strategically to mobilize masses and build collective consciousness. In the post-independence period, communication became central to development campaigns in health, education, and agriculture. With economic liberalization, PR expanded into corporate communication and reputation management, reflecting the growing complexity of stakeholder engagement. In today's digital era, communication has become instantaneous and interactive, with citizens actively shaping narratives rather than passively consuming them. As one perspective in your materials suggests, Public Relations functions as the "invisible thread" that connects governance with public understanding.

In this context, trust emerges as the most critical currency of democracy. Institutions can function effectively only when citizens believe in their intent and actions. Public Relations nurtures this trust by ensuring timely dissemination of accurate information, countering misinformation, and promoting transparency. It creates a communicative ecosystem where citizens feel informed, heard, and valued. In many ways, PR acts as the "nervous system" of democracy, translating complex signals into meaningful understanding and enabling responsive governance.

At the same time, PR complements the role of the media. While the media serves as a watchdog, holding power accountable, it is not immune to challenges such as sensationalism, bias, or information overload. Public Relations contributes to a balanced communication environment by providing verified information, contextual clarity, and structured narratives that support informed public discourse. It does not replace the media but strengthens the overall democratic communication framework.

However, the power of Public Relations also brings ethical responsibility. The legitimacy of PR depends on its commitment to truth, transparency, and public interest. When communication is rooted in authenticity, it builds long-term trust; when it deviates into manipulation, it risks undermining democratic values. The ethical foundations of

responsible use of technology, ensuring that innovation strengthens rather than weakens democratic structures. In this rapidly evolving environment, PR professionals must act as custodians of credibility, ensuring that speed does not compromise accuracy.

Looking ahead to India's vision for 2047, the centenary of independence, the role of Public Relations will become even more significant. As governance becomes more complex and citizens more informed, the demand for transparent, inclusive, and participatory communication will grow. PR will play a key role in strengthening citizen engagement, promoting national development narratives, and positioning India on the global stage through effective communication strategies.

In conclusion, Public Relations has already established itself as a pillar in practice, even if not formally recognized



PR resonate deeply with the principle that communication should be truthful, responsible, and beneficial—an idea echoed in both classical thought and contemporary practice.

The rise of digital technologies and artificial intelligence has further transformed the communication landscape. While these tools offer unprecedented opportunities for real-time engagement and wider outreach, they also pose challenges such as misinformation, digital inequality, and ethical misuse. PRSI has emphasized the need for

in constitutional terms. It informs, explains, listens, and connects, ensuring that democracy is not merely a system of governance but a shared experience. By bridging the gap between institutions and citizens, PR gives meaning to democratic values and sustains the trust upon which democracy depends. Recognizing Public Relations as the Fifth Pillar of Democracy is therefore not just a conceptual claim—it is an acknowledgment of its indispensable role in shaping a responsive, inclusive, and vibrant democratic society.

PR: The Fifth Pillar of Democracy

Bridging the Constitution, the State and the Citizen



Y Babji

Sri Y. Babji is currently Editor of Public Relations Voice and a practicing advocate at the High Court and Supreme Court of India. With over four decades in public relations, he is a distinguished PR leader, academic, and award-winning professional who has significantly shaped PR education, research, and ethical communication in India.

In modern democracies, three formal organs of the State i.e. the Legislature, Executive and Judiciary are recognised as the constitutional pillars that safeguard governance, policy-making and justice. In India, the media is widely regarded as the “fourth pillar” because of its role in informing citizens and holding power accountable.

Against this established framework, Public Relations deserves recognition as the fifth pillar of democracy. Though not expressly mentioned in the Constitution, PR plays a vital structural and ethical role by connecting institutions of power with the people. It enables communication, participation, trust and understanding, without which democracy cannot truly flourish.

While the concept of the four pillars of democracy is globally recognised, describing Public Relations as the Fifth Pillar is largely an Indian narrative championed by Public Relations Society of India (PRSI). The idea was initially mooted by Dr. C. V. Narasimha Reddi, a veteran public relations professional and former President of the PRSI, along with other PR leaders during the 1990s.

In the early 2000s, Dr. Ajit Pathak formally adopted it as the theme for one of the National Public Relations Day celebrations. This year, at his call, the concept is being reaffirmed by PRSI across its chapters on 21 April.

Constitutional Pillars

The Constitution of India distributes power among three principal institutions. Legislative authority rests with Parliament and the State Legislatures (Articles 245–255). Executive power is vested in the President, Governors and Councils of Ministers (Articles 53 and 74). Judicial authority lies with the Supreme Court, High Courts and Subordinate Courts (Articles 124–147).

The Indian Constitution does not use the phrase “Pillars of Democracy” for Legislature, Executive and Judiciary. However, it is a doctrine of three branches that comes from separation of powers, a principle from Montesquieu's political theory. India adopted this idea.

This separation of powers prevents concentration of authority and promotes checks and balances. Laws are made democratically,



Public Relations is positioned as the “fifth pillar of democracy,” bridging the gap between institutions and citizens by enabling communication, trust, and participation.

implemented administratively and interpreted independently. Yet, constitutional design alone cannot ensure that citizens understand these institutions or trust their functioning. Democracy requires communication and that is where PR becomes indispensable.

Media as Fourth Pillar

Although the Constitution does not explicitly describe the media either as a Pillar or an Estate, its importance arises from Article 19(1)(a), which guarantees freedom of speech and expression. Courts have repeatedly recognised that this includes freedom of the press.

The media informs citizens, exposes abuse of power and creates public scrutiny of governments and institutions. This watchdog function earned it the title of the “fourth pillar.” However, information by itself does not always produce understanding, trust or engagement. Facts must also be explained, contextualised and communicated meaningfully.

Why PR is the Fifth Pillar?

Public Relations, in a democratic context, is the systematic management of communication between the State and the People. It is far more than publicity or image-building. At its best, PR creates two-way communication, encourages dialogue, builds confidence and explains governance in the languages that citizens can understand.

In a country as vast and diverse as India with multiple languages, varied literacy levels and differing regional realities, PR translates constitutional ideals into practical awareness. Public campaigns on voting rights, health missions, digital governance, local self-government and welfare schemes all depend on effective PR systems.

Thus, PR transforms democracy from a constitutional structure into a lived experience.

Bridge Between Power and People

The Legislature enacts laws, the Executive implements programmes and the Judiciary protects rights. But none of these institutions can function effectively if citizens remain uninformed, confused or alienated. PR fills this gap by:

1. Simplifying policies into citizen- friendly communication.
2. Creating feedback channels through which public opinion reaches policymakers.
3. Building trust through regular, transparent and responsible communication.

When practised ethically, PR prevents communication from being monopolised by partisan interests or concentrated media ownership. It broadens access to information through regional languages, digital tools and community outreach.

Constitutional Values in Action

Though PR is not expressly named in the Constitution, it gives life to several constitutional values. The Preamble promises liberty of thought and expression. Articles 19 and 21 have been interpreted to include access to information and dignity in public life.

PR supports these values by:

- a) Disseminating information about government functioning fairly and widely.
- b) Promoting civic education so that citizens can vote responsibly and participate meaningfully.

PR strengthens democracy by promoting transparency, civic awareness, and accountability through two-way communication and effective dissemination of public information.

c) Supporting grievance redressal systems and public consultations.

d) Encouraging dialogue rather than one-way administration.

In this sense, Public Relations humanises governance.

Correcting Media Excesses

The media remains indispensable, but it is not immune to sensationalism, commercial pressure or political bias. Paid news, selective narratives and misinformation can distort public understanding, but professional PR can provide balance by:

1. Releasing accurate facts and timely clarifications.
2. Presenting policies in evidence-based language.
3. Engaging with communities and local media to correct misunderstandings.
4. Offering context that enables informed debate.

Public Relations does not replace the watchdog role of the Media; it strengthens it by ensuring access to credible information.

PR and Accountability

Accountability lies at the heart of constitutional democracy. Judicial review, legislative oversight and administrative responsibility all depend on public awareness. Citizens can hold institutions accountable only when they know what is being done in their name. Public Relations advances accountability through:

- 1) Public awareness campaigns
- 2) Transparency portals
- 3) Social media engagement
- 4) Budget explanations
- 5) Scheme outreach
- 6) Grievance tracking systems

7) Citizen consultations

When budgets, reforms, works, welfare measures and institutional decisions are communicated clearly, scrutiny becomes easier and democracy becomes stronger.

Towards Fifth-Pillar Status

For PR to be fully recognised as the fifth pillar of democracy, the profession must rise above mere publicity and embrace ethical nation-building. This requires:

- a) Training in constitutional values, media law and digital literacy.
- b) Government communication based on neutrality, transparency and accessibility.
- c) Corporate and civil society PR grounded in honesty and social responsibility.
- d) Professional standards that value dialogue over Advertising & Propaganda.

When these principles are followed, PR becomes not just a profession, but a democratic institution.

Conclusion

India's democracy is commonly seen as resting on four pillars viz., the Legislature, Executive, Judiciary and Media. Yet these pillars cannot stand firmly if they remain disconnected from the people.

Public Relations provides the essential link between institutions and citizens. It informs, explains, listens, engages and builds trust. It gives practical meaning to constitutional rights and ensures that democracy is not merely written in law, but understood and experienced in daily life.

For this reason, Public Relations deserves recognition as the Fifth Pillar of Democracy, the living bond between the Constitution, the State and the citizen. It is a professional claim to highlight the role of Public Relations in two-way communication, transparency and public consent.

जनसंपर्क: लोकतंत्र का पांचवां स्तंभ और राष्ट्र की आत्मा

अनुद्वेगकरं वाक्यं सत्यं प्रियहितं च यत्।
स्वाध्यायाभ्यसनं चैव वाङ्मयम् तप उच्यते॥

वाणी जो सत्य, हितकारी और अप्रक्षोभकारी हो—वही अभिव्यक्ति का सर्वोच्च अनुशासन है। यही सिद्धांत आज के जनसंपर्क की नैतिक आधारशिला भी है।

— श्रीमद्भगवद्गीता (17.15)

"Speech which causes no excitement (is non-offensive), which is truthful, pleasant, and beneficial, is called the austerity of speech."



डॉ. आशुतोष कुमार आनंद

डॉ. आशुतोष कुमार आनंद प्रबंधन में स्नातकोत्तर, विधि स्नातक और पीएचडी धारक हैं। वर्तमान में वे टीएचडीसी इंडिया लिमिटेड में उप महाप्रबंधक (मानव संसाधन) के पद पर कार्यरत हैं। कोर एचआर में व्यापक अनुभव के साथ वे नवाचारी समाधान और जनसंपर्क की गहरी समझ के लिए जाने जाते हैं।

प्रस्तावना: लोकतंत्र—सिर्फ मतदान नहीं, संवाद की व्यवस्था

लोकतंत्र, अपने मूल स्वरूप में, केवल मतदान की प्रणाली नहीं है; यह आवाजों की एक प्रणाली है। यह निरंतर और पारदर्शी संवाद पर फलता-फूलता है। संचार के बिना शासन एकतरफा संवाद (मोनोलॉग) में बदल जाता है, और विश्वास के बिना संस्थाएं खोखली हो जाती हैं।

परंपरागत रूप से हमें सिखाया जाता है कि लोकतंत्र चार स्तंभों पर खड़ा है: विधायिका, कार्यपालिका, न्यायपालिका और प्रेस। फिर भी, २१वीं सदी के गहराई से जुड़े सामाजिक-राजनीतिक पारिस्थितिकी तंत्र में, जनसंपर्क (Public Relations - जनसंपर्क) सक्रिय रूप से 'पांचवें स्तंभ' के रूप में उभरा है। आज भी सामान्य समझ में मीडिया को ही "चौथा स्तंभ" माना जाता है, जबकि "पांचवें स्तंभ" का विचार वैचारिक और विकसित हो रहा है, जहाँ आधुनिक चर्चाओं में जनसंपर्क को स्थान दिया जा रहा है।

राजनीतिक संचार के विद्वान अक्सर यह देखते हैं कि जनसंपर्क केवल लोकतंत्र में ही वास्तव में फल-फूल सकता है; अधिनायकवादी शासन इसे दबा देते हैं क्योंकि स्वतंत्र जनसंपर्क एक खुले समाज की मांग करता है। यदि मीडिया लोकतंत्र के 'प्रहरी' (वाचडॉग) के रूप में कार्य करता है, तो जनसंपर्क इसके 'विश्वास के सेतु' के रूप में कार्य करता है, जो चुपचाप लेकिन शक्तिशाली रूप से सत्ता और जनता के बीच संबंधों को आकार देता है।

जनसंपर्क को पारंपरिक रूप से औपचारिक स्तंभ के रूप में सूचीबद्ध नहीं किया गया है, लेकिन आज की संचार-प्रधान दुनिया में, कई विद्वानों का तर्क है कि:

- जनसंपर्क को लोकतंत्र के "पांचवें स्तंभ" (उभरती हुयी अवधारणा) के रूप में देखा जा सकता है।

जनसंपर्क को पांचवां स्तंभ क्यों कहा जा रहा है?

- यह सरकार - नागरिकों को जोड़ता है।
- यह नीतियों के प्रति जनता की समझ को आकार देता है।
- पारंपरिक मीडिया के विपरीत, यह दो-तरफा संवाद सक्षम बनाता है।
- यह राष्ट्र-निर्माण, जागरूकता और विश्वास बहाली में मदद करता है।

पवित्र प्रतिध्वनि: नागरिक की आवाज को सशक्त बनाना

एक सच्चे लोकतंत्र की पहचान उसके नागरिकों की सुनी जाने वाली क्षमता से होती है। जनसंपर्क वह सक्रिय इंजन है जो इसे संभव बनाता है। यह राष्ट्र के 'तंत्रिका तंत्र' (नर्वस सिस्टम) के रूप में कार्य करता है, जो जटिल सूचनाओं को सार्वजनिक समझ में, नीरस नीतियों को सक्रिय भागीदारी में और अलग-थलग आवाजों को शक्तिशाली सामूहिक विमर्श में बदल देता है। यह व्यक्तिगत और कॉर्पोरेट दोनों नागरिकों पर लागू होता है।

- **व्यक्ति के लिए:** जनसंपर्क यह सुनिश्चित करता है कि लोकतंत्र उत्तरदायी बना रहे, हाशिए की आवाजों को सामने लाए और 'अंत्योदय' (अंतिम व्यक्ति का उत्थान) की भावना को जीवित रखे।
- **कॉर्पोरेट नागरिक के लिए:** आज व्यवसाय केवल आर्थिक इकाइयां नहीं हैं; वे सामाजिक अभिनेता हैं। जनसंपर्क कॉर्पोरेट जगत को अपने मूल्यों को व्यक्त करने, स्थिरता (Sustainability) का समर्थन करने और राष्ट्रीय संवाद में योगदान देने के लिए सशक्त बनाता है।

प्राचीन भारत: सभ्यतागत लोकाचार में जनसंपर्क की जड़ें

जनसंपर्क कोई आधुनिक कॉर्पोरेट आयात नहीं है; यह भारत के सभ्यतागत ज्ञान में गहराई से रचा-बसा है। प्राचीन काल में, संचार नैतिकता, दर्शन और सामाजिक सद्भाव से अटूट रूप से जुड़ा था। उपनिषदों ने 'संवाद' को सत्य के अंतिम मार्ग के रूप में बढ़ावा दिया, जबकि भगवद्गीता ने जिम्मेदार वाणी की नींव रखी।

- **मौर्य साम्राज्य:** अशोक के शासनकाल के दौरान, दुनिया ने रणनीतिक संचार के शुरुआती और सबसे व्यवस्थित रूपों में से

एक को देखा। उनके शिलालेखों ने केवल कानून नहीं बताए, बल्कि राज्य की नीतियों को सीधे नागरिकों तक पहुंचाया। 'धम्म' (नैतिकता), कल्याण और नैतिक शासन पर केंद्रित यह बहुभाषी संदेश पारदर्शी संचार का एक उत्कृष्ट उदाहरण था।

- **चाणक्य की राज्यनीति:** अर्थशास्त्र में, चाणक्य ने स्पष्ट रूप से 'जन धारणा' (Public Perception) को शासन की आधारशिला बताया। उन्होंने समझा कि सामाजिक स्थिरता बनाए रखने के लिए सूचनाओं का प्रसार और फीडबैक लूप आवश्यक थे। प्राचीन भारत में जनसंपर्क का अभ्यास हेरफेर (Manipulation) पर नहीं, बल्कि सत्य, कल्याण और सामूहिक सद्भाव पर आधारित था।

स्वतंत्रता-पूर्व काल: जागरण का हथियार:

औपनिवेशिक शासन के तहत, जनसंपर्क शासन कला से बदलकर चेतना और प्रतिरोध का एक महत्वपूर्ण हथियार बन गया। स्वतंत्रता सेनानी मास्टर कम्युनिकेटर बन गए, जिन्होंने साम्राज्य को चुनौती देने के लिए जनसंपर्क का उपयोग किया।

"मेरा जीवन ही मेरा संदेश है।" — महात्मा गांधी

- **गांधी: मास्टर जनसंपर्क रणनीतिकार:** महात्मा गांधी संभवतः आधुनिक भारत के सबसे महान जनसंपर्क रणनीतिकार थे। 'यंग इंडिया' और 'हरिजन' जैसे समाचार पत्रों और 'दांडी मार्च' जैसे प्रतीकात्मक अभियानों के माध्यम से, उन्होंने विमर्श निर्माण (Narrative building) और जन लामबंदी की कला में महारत हासिल की। गांधी का जनसंपर्क कभी दुष्प्रचार (जनसंपर्क opaganda) नहीं था; यह नैतिक अनुनय और विविधतापूर्ण जनसंख्या को एक साझा उद्देश्य के तहत एकजुट करने के बारे में था।

समकालीन परिप्रेक्ष्य: जनसंपर्क की भूमिका

समकालीन राजनीति विज्ञान में, "पांचवें स्तंभ" को द्वि-दिशात्मक संवाद (Symmetrical Communication) की सुविधा प्रदान करने की क्षमता से परिभाषित किया जाता है।

१. **कनेक्टिविटी का केंद्र (सरकार एवं नागरिक):** जनसंपर्क 'राज्य' को एक दूरस्थ अमूर्त इकाई से एक संवादात्मक भागीदार में

बदल देता है।

२. सार्वजनिक समझ का वास्तुकार: रणनीतिक स्पष्टता के माध्यम से, जनसंपर्क जटिल कानूनों को सरल कहानियों में बदल देता है, जिससे यह सुनिश्चित होता है कि "शासितों की सहमति" जागरूक हो, आकस्मिक नहीं।

३. दो-तरफा संवाद का सुगमकर्ता: आधुनिक जनसंपर्क फीडबैक लूप बनाता है, जिससे व्यक्तियों की शिकायतें और आकांक्षाएँ सत्ता के गलियारों तक पहुँचती हैं।

"सामाजिक पूंजी" के संरक्षक के रूप में जनसंपर्क

किसी राष्ट्र की शक्ति उसकी 'सामाजिक पूंजी'—जनता और संस्थाओं के बीच विश्वास की गहराई—से मापी जाती है।

- कॉर्पोरेट नागरिक के लिए: 'हितधारक पूंजीवाद' (Stakeholder Capitalism) के युग में, जनसंपर्क कंपनियों को 'संस्थागत नागरिक' के रूप में कार्य करने के लिए सशक्त बनाता है, जिससे उनका विकास राष्ट्रीय हितों और सामाजिक कल्याण के साथ जुड़ जाता है।

स्वतंत्रता के बाद: राष्ट्र-निर्माण से कॉर्पोरेट चेतना तक

१९४७ के बाद, जनसंपर्क पेशेवर विकास संचार के वास्तुकार बने, जिन्होंने सार्वजनिक स्वास्थ्य अभियानों, कृषि पहलों और शिक्षा अभियानों को संचालित किया।

- उदारीकरण युग (१९९१ के बाद): जैसे ही भारत ने अपनी अर्थव्यवस्था खोली, जनसंपर्क की भूमिका का विस्तार हुआ। यह प्रतिष्ठा प्रबंधन (Reputation Management) और ब्रांड स्टोरीटेलिंग का उपकरण बन गया, जिससे यह सिद्ध हुआ कि लाभप्रदता और जनहित साथ-साथ चल सकते हैं।

डिजिटल युग: सत्य के प्रहरी

२१वीं सदी ने पांचवें स्तंभ को मौलिक रूप से पुनर्परिभाषित किया है। इंटरनेट और सोशल मीडिया ने सार्वजनिक क्षेत्र का लोकतंत्रीकरण कर दिया है।

- भ्रामक सूचनाओं (Misinformation) से लड़ना: जनसंपर्क पेशेवरों को सत्य के अग्रदूत के रूप में कार्य करना

चाहिए।

- सामाजिक परिवर्तन को गति देना: जनसंपर्क के पास संस्कृति को बदलने की शक्ति है—जैसे जलवायु जागरूकता और लैंगिक समानता।
- संस्थागत विश्वास का निर्माण: पारदर्शिता के माध्यम से, जनसंपर्क आधुनिक संस्थाओं की गिरती विश्वसनीयता को फिर से बना सकता है।

राष्ट्र की सेवा: 'संजय' के रूप में जनसंपर्क पेशेवर

महाभारत के संजय की तरह, जिनके पास युद्धक्षेत्र को देखने की 'दिव्य दृष्टि' और राजा के लिए उसकी व्याख्या करने का विवेक था, आधुनिक जनसंपर्क पेशेवर को चाहिए कि:

१. वास्तविकता की व्याख्या करें: केवल "स्पिन" से आगे बढ़कर वास्तविक परिप्रेक्ष्य प्रदान करें।
२. समावेशिता को बढ़ावा दें: सुनिश्चित करें कि डिजिटल विभाजन लोकतांत्रिक विभाजन न बने।
३. "वसुधैव कुटुंबकम" का निर्माण करें: सांस्कृतिक दूरियों को पाटने और विश्व पटल पर भारत की 'सॉफ्ट पावर' को प्रदर्शित करने के लिए संचार का उपयोग करें।

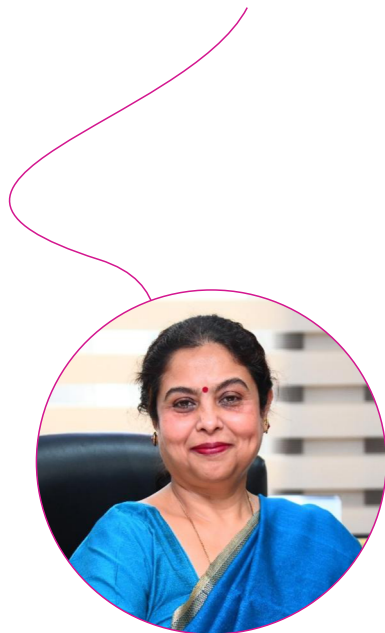
जनसंपर्क वह आवाज जो राष्ट्र को आकार देती है

जनसंपर्क केवल एक पेशा नहीं है; यह एक राष्ट्रीय जिम्मेदारी है। यह लोकतांत्रिक अभिव्यक्ति की आत्मा है। "संवाद आत्मा का सबसे शक्तिशाली उपकरण है।"

पांचवें स्तंभ को मजबूत करके, हम गणतंत्र के हृदय को मजबूत करते हैं। आज के जनसंपर्क पेशेवर जनभावना के विश्लेषक, विमर्श के वास्तुकार और विश्वास के अंतिम संरक्षक हैं। यह सुनिश्चित करता है कि शासन सुने, नागरिक बोलें और समाज सद्भाव में विकसित हो। एआई और तीव्र व्यवधानों के इस युग में, पांचवें स्तंभ को 'सत्य-वक्ता' और 'विश्वास-निर्माता' के रूप में मजबूती से खड़ा होना चाहिए। यह पाँचवाँ स्तंभ केवल एक अवधारणा नहीं, बल्कि भविष्य का आवश्यक संस्थागत आधार है।

जब हर आवाज सुनी जाएगी, तभी लोकतंत्र सशक्त होगा।

Public Relations as the Fifth Pillar of Democracy: *Human Resources and HR Branding as the Core Drivers of Trust toward Bharat 2047*



Piyali Chakraborty

Ms. Piyali Chakraborty is a trailblazing human resource leader with over 33 years of experience in the oil and gas sector. During her tenure at Indian Oil Corporation Limited, she broke barriers as the first woman Divisional HR Head, later serving as Executive Director I/c (HR). An MBA in Personnel Management, she has held key roles across Haldia, Barauni, Gujarat refineries and Refineries HQ, shaping HR policies, employee relations, workforce planning, and organizational development. Known for strategic insight and inclusive leadership, she has led HR, administration, CSR, and communications, fostering trust, transparency, teamwork, and sustained organizational excellence throughout her career.

Abstract

Public Relations (PR) has emerged as a critical democratic function that complements the traditional pillars of democracy by fostering transparency, trust, and citizen engagement. However, its effectiveness is fundamentally rooted in Human Resources (HR), which shape institutional culture, communication processes, and stakeholder relationships. This article reconceptualizes PR as an extension of HR capabilities and introduces HR branding as the theoretical bridge linking internal organizational practices with external communication outcomes. Drawing upon Indian governance frameworks and contemporary scholarship, including perspectives on public diplomacy and policy communication, the article proposes an integrated model linking HR, PR, trust, and democratic outcomes. It argues that human-centric communication systems are essential for participatory governance and for realizing the vision of Bharat 2047.

1. Introduction

Democracy has traditionally been understood through the four pillars of Legislature, Executive, Judiciary, and Media. In the contemporary governance landscape, however, communication has emerged as a decisive force shaping public perception, policy acceptance, and citizen engagement. Public Relations (PR), therefore, assumes the role of a fifth pillar of democracy by enabling structured, strategic, and continuous interaction between institutions and citizens. Yet, communication is not an isolated function; it is inherently driven by people, values, and institutional culture. Human Resources (HR), encompassing workforce capability, ethical orientation, and organizational behavior, form the foundation of all relational processes, including public relations. In a diverse and complex country like India, where governance requires inclusivity, responsiveness, and trust, the integration of HR and PR becomes essential for strengthening democratic legitimacy and achieving the vision of Bharat 2047.

2. Literature and Policy Context: Indian Perspective

Indian governance frameworks consistently emphasize the importance of human-centric administration. The Department of Personnel and Training (DoPT), through Mission Karmayogi, highlights competency-driven capacity building, behavioral transformation, and citizen-centric service delivery as essential components of governance (DoPT, 2020). Similarly, NITI Aayog advocates participatory governance through transparency, stakeholder engagement, and collaborative

strong HR systems that shape institutional behavior and communication credibility.

3. Reconceptualizing Public Relations through Human Resources

Public Relations is widely understood as a strategic communication function that seeks to build mutual understanding, influence public opinion, and foster relationships between institutions and their stakeholders. It is defined as a process of earning understanding and support while influencing behavior through responsible communication practices (Institute of Public Relations, 2004; Gupta, 2021). However, PR also operates as a boundary-spanning function that connects internal organizational systems with external environments, thereby linking institutional intent with public perception (Gupta, 2021). This boundary-spanning role highlights that PR is fundamentally dependent on internal human systems. The effectiveness of communication, therefore, is not determined merely by tools or platforms but by the quality of human resources that design, deliver, and sustain communication processes. Consequently, PR must be reconceptualized as a human-driven relational function rather than a standalone communication activity.

Public Relations, as the fifth pillar of democracy, is fundamentally human-driven. Human Resources form the foundation of all relational processes, making them central to communication, trust-building, and governance.

policymaking (NITI Aayog, 2021). Training institutions such as the Lal Bahadur Shastri National Academy of Administration (LBSNAA) further reinforce the importance of communication, ethics, and leadership in public administration. These frameworks collectively demonstrate that effective governance communication is deeply rooted in human resource capability. Public Relations, therefore, cannot function effectively without

4. HR Branding as the Bridge between HR and PR

The concept of HR branding, also referred to as employer branding, provides a critical theoretical link between Human Resources and Public Relations. HR branding represents the strategic process through which organizations communicate their identity, values, and culture both internally and externally. It translates internal organizational practices into external communication narratives, thereby aligning employee experience with institutional reputation (Barrow & Ambler, 1996; Sultana, 2026). Through HR branding, the internal culture of an organization becomes visible to external stakeholders, ensuring that communication remains authentic and credible. This convergence of HR and PR ensures consistency in messaging and strengthens trust among stakeholders. HR branding thus reinforces the principle that public relations is not created externally but emerges from internal organizational realities, making HR the origin of all credible communication.

5. Public Relations as the Fifth Pillar of Democracy

Public Relations functions as a democratic enabler by facilitating communication between institutions and citizens, translating policies into accessible narratives, and fostering public participation. In the Indian context, PR plays a vital role in shaping both domestic and international perceptions, particularly in governance, policy communication, and public diplomacy (Gupta, 2021). It contributes to transparency, accountability, and informed public discourse, thereby strengthening democratic processes. However, the success of PR in fulfilling these roles depends on the competence, ethics, and engagement of human resources. This underscores the argument that PR, as the fifth pillar of democracy, is inherently human-centric.

6. Public Relations as a Balancing Wheel of Democracy

Public Relations operates as a balancing mechanism within democracy by aligning institutional actions with public expectations. The two-way symmetrical model of communication emphasizes dialogue, feedback, and mutual understanding, enabling participatory governance and conflict resolution (Grunig, 1993; Gupta, 2021). Public opinion plays a critical role in shaping governance outcomes, including policy decisions, thereby making PR an essential tool for democratic legitimacy (Gupta, 2021). Furthermore, PR extends beyond domestic governance into public diplomacy, where communication strategies influence international perception and cooperation. India's use of cultural diplomacy, media engagement, and strategic communication illustrates how PR contributes to nation-building and global positioning. Additionally, effective crisis communication reinforces trust and institutional credibility, particularly during emergencies such as pandemics or geopolitical conflicts. These functions collectively establish PR as the balancing wheel of democracy, ensuring alignment between governance and public expectations.

7. Integrating Human Resources into Democratic Public Relations

While PR shapes external perception, Human Resources determine the authenticity, consistency, and credibility of

communication. HR influences employee behavior, organizational culture, and ethical standards, all of which directly impact public perception. In this context, HR creates the substance of institutional identity, while PR communicates that substance to the public. This relationship establishes HR as the primary driver of PR effectiveness. Without strong HR systems, PR risks becoming superficial and unsustainable. Therefore, the integration of HR and PR is essential for building trust-based governance systems that are transparent, participatory, and resilient.

8. Conceptual Framework

The integrated framework proposed in this article positions Human Resources at the foundation of democratic communication. HR, through HR branding, shapes organizational culture, values, and employee engagement. These elements are translated into Public Relations processes, which include communication, stakeholder engagement, and public diplomacy. PR, in turn, generates trust and credibility, which strengthen participatory democracy. This process ultimately contributes to the realization of Bharat 2047, envisioned as a transparent, inclusive, and citizen-centric governance model. The framework establishes HR as the driving force, PR as the balancing mechanism, and trust as the connecting link between governance and democracy.

9. Challenges in the Indian Context

Despite its significance, the integration of HR and PR in India faces several challenges. These include limited recognition of HR as a strategic communication driver, fragmentation between internal and external communication systems, skill gaps in communication competencies, and the growing impact of misinformation in the digital era. Organizational silos further weaken the alignment between HR and PR functions, reducing the effectiveness of communication strategies. Addressing these challenges requires a shift toward human-centric governance models that prioritize capacity building, ethical communication, and institutional integration.

10. Human Development, PR, and the Indian Context (HDI 2025 Perspective)

In the context of India's development trajectory, the Human Development Report 2025 highlights a critical global slowdown in human development progress, with widening disparities and uneven recovery patterns. The report underscores that human development is fundamentally about expanding people's choices and capabilities, rather than merely technological advancement. For India, this has significant implications, particularly in improving key indicators such as health, education, and standard of living, as reflected in national datasets like NFHS and SDG progress frameworks. Public Relations can play a transformative role in this domain by bridging the gap between policy formulation and citizen awareness. Effective PR strategies can ensure widespread dissemination of information regarding flagship initiatives in healthcare, education, digital inclusion, and skill development, thereby enhancing service utilization and citizen participation. Additionally, PR-driven behavioral communication can contribute to improved health outcomes, educational engagement, and social awareness, directly influencing human development indicators. At the same time, PR serves as a strategic tool to showcase India's achievements in digital public infrastructure, inclusive governance, and social sector development at both national and international levels. Aligning with the people-centric approach of the HDI framework, HR-driven PR systems can amplify citizen voice, enable feedback mechanisms, and strengthen participatory governance. Thus, an integrated HR-PR approach is essential not only for communication effectiveness but also for advancing India's human development outcomes and accelerating progress toward Bharat 2047.

11. HR-PR Synergy for Bharat 2047

The vision of Bharat 2047 necessitates a governance model that is inclusive, transparent, and trust-driven. Achieving this vision requires strengthening human resource capabilities through initiatives such as Mission Karmayogi, promoting participatory governance through NITI Aayog frameworks, and enhancing leadership and communication competencies through recognised institutions. Integrating HR and PR systems will enable more effective stakeholder engagement, improved policy communication, and stronger institutional credibility. This synergy will facilitate trust-based governance and support sustainable development.

12. Conclusion

Public Relations, as the fifth pillar of democracy, is fundamentally human-driven. Human Resources form the foundation of all relational processes, making them central to communication, trust-building, and governance. This article establishes that PR is an outcome of HR systems and that HR branding serves as the bridge between internal organizational culture and external public perception. It further demonstrates that PR functions as a balancing wheel of democracy, aligning governance with public expectations through communication and engagement. For India's journey toward Bharat 2047, the integration of HR and PR is essential for building a resilient, participatory, and trust-driven democratic system.

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जनसंपर्क की नई भूमिका पांचवां स्तंभ ?



डॉ शाहिद अली

डॉ. शाहिद अली पब्लिक रिलेशन्स सोसाइटी आफ इंडिया रायपुर चैप्टर के चेयरमैन हैं। मीडिया शिक्षा के क्षेत्र में लगभग 30 वर्षों से अध्यापन कार्य से जुड़े हैं। कुशाभाऊ ठाकरे पत्रकारिता एवं जनसंचार विश्वविद्यालय में जनसंचार विभाग के संस्थापक विभागाध्यक्ष एवं एसोसिएट प्रोफेसर के रूप में 09 शोधार्थियों ने आपके निर्देशन में पीएचडी प्राप्त की है। लगभग सौ से अधिक लेख एवं शोध पत्र प्रकाशित हैं। मीडिया शिक्षा में अनेक सम्मानों से अलंकृत आपकी महत्वपूर्ण पुस्तक रिसर्च मैथेडोलोजी इन मैनेजमेंट एंड कम्युनिकेशन है।

देश के जाने-माने जनसंपर्क वेत्ता डॉ अजीत पाठक की यह पहली अवधारणा सामने आई कि लोकतंत्र में अब पांचवें स्तंभ की भूमिका में अब जनसंपर्क का क्षेत्र होगा तो चौकना स्वाभाविक था कि क्या चौथे स्तंभ के बाद पांचवां स्तंभ भी लोकतंत्र में अपरिहार्य हो गया है। डॉ पाठक की इस नई अवधारणा सामने आने के बाद देशभर में जनसंपर्क की नई भूमिका को लेकर चर्चा हो रही है।

लोकतंत्र में प्रेस चौथे स्तंभ की भूमिका में है लेकिन प्रेस के स्थान पर अब मीडिया लोकप्रिय शब्द हो गया है। मीडिया में सारा आकाश है। प्रिंट मीडिया, इलेक्ट्रॉनिक मीडिया, जनसंपर्क, सोशल मीडिया नए-नए मानक स्थापित कर रहा है। यूट्यूब और मोजो की पत्रकारिता ने अपना महत्वपूर्ण स्थान बनाया है तो फ़ेसबुक, इंस्टाग्राम और एक्स पर नागरिक पत्रकारिता को जगह मिल गई है लेकिन प्रेस से सोशल मीडिया तक के सफ़र में नई तरह की गंभीर चुनौतियां और संकट पैदा हुए हैं। इंटरनेट की रफ़्तार और एआई के चमत्कार ख़बरों को परोसने में उसकी विश्वसनीयता पर सवाल खड़े करते हैं। इलेक्ट्रॉनिक मीडिया के आगमन से पहले प्रेस यानी प्रिंट मीडिया का लोकतंत्र में जो प्रभाव था वह उसकी विश्वसनीयता और जिम्मेदारी से जुड़ा था, यहां जनसंपर्क का क्षेत्र भी अपनी सशक्त भूमिका के लिए पहचाना जाता रहा। प्रेस और जनसंपर्क का क्षेत्र एक दूसरे के पूरक माने जाते रहे हैं। इसलिए दुनिया के लोकतांत्रिक देशों में भारत का स्थान सबसे शिखर पर है। तृतीय विश्व युद्ध की तरफ बढ़ते देशों की चिंताओं के बीच भी आज जो नया भारत जिस गौरव के साथ विश्व शिखर पर है तो उसका एक बड़ा कारण भारत में मजबूत लोकतंत्र है जो कार्यपालिका, व्यवस्थापिका, न्यायपालिका और ख़बरपालिका के स्तंभों पर टिकी है लेकिन मीडिया की व्यावसायिक भूमिका, जिम्मेदारी और विश्वसनीयता पर जिन सवालों ने जनमानस में बैचेनी है उससे कहीं ज्यादा जनसंपर्क के बढ़ते महत्व, प्रभाव और विश्वसनीयता ने जनमानस में एक नए विश्वास को जन्म दिया है। यह वो विश्वास है कि मीडिया की पेशेवर चुनौतियां और संकट के बीच भी जनसंपर्क का क्षेत्र अपनी रणनीति, कौशल और प्रभावी संप्रेषण में सफलता की नई परिभाषा गढ़ रहा है और वह लोकतंत्र में एक नए स्तंभ यानी पांचवें स्तंभ की भूमिका का निर्वहन करेगा।

आमतौर पर लंबे समय तक यह माना जाता रहा है कि जनसंपर्क का कार्य अपने संस्थान की सूचना देने और उसकी छवि बनाने से संबंधित है। जनमत निर्माण में

जनसंपर्क की भूमिका सर्वाधिक महत्वपूर्ण है क्योंकि जनसंपर्क कला का क्षेत्र वास्तव में सूचनाओं और प्रचार-प्रसार के सही और जिम्मेदार भूमिका का सशक्त वाहक है। संपर्क और समन्वय का उद्यमकर्ता जनसंपर्क है। भ्रामक और संदेह की खबरों का सर्जन जनसंपर्क है। जनसंपर्क में साध्य और साधन दोनों की पवित्रता है इसलिए सर्व स्वीकार्य है। लोकतंत्र में जनसंपर्क केवल सूचनाओं का आदान-प्रदान नहीं है, बल्कि यह सरकार और जनता के बीच 'विश्वास' का सेतु है। एक जीवंत लोकतंत्र तभी सफल होता है जब जनता जागरूक हो और सरकार जवाबदेह। ऐतिहासिक संदर्भों में भी लोकतंत्र की जननी कहे जाने वाले यूनान में 'रेट्रिक' यानी वाकपटुता का बड़ा महत्व था। सार्वजनिक मंचों पर बहस के जरिए जनता की राय बनाई जाती थी। भारत में अशोक के शिलालेख जनसंपर्क का बेहतरीन ऐतिहासिक उदाहरण हैं, जिनके माध्यम से राजा सीधे प्रजा से अपनी नीतियों पर संवाद करता था। आधुनिक जनसंपर्क का उदय अमेरिका में हुआ। इवी ली और एडवर्ड बर्नेज ने इसे एक व्यवस्थित रूप दिया। उन्होंने स्थापित किया कि लोकतंत्र में बल प्रयोग के बजाय 'सहमति' से शासन करना अधिक प्रभावी है।

यह मानना होगा कि जनमत का निर्माण लोकतंत्र में 'जनता की इच्छा' पर चलता है। जनसंपर्क के माध्यम से सरकारें अपनी योजनाओं को जनता तक पहुँचाती हैं और फीडबैक प्राप्त करती हैं। जनसंपर्क में पारदर्शिता है और सच्चे संवाद की शक्ति है। कोविड-19 के संकट में भी जनसंपर्क ने जनता को सही जानकारी देकर पैनिंक रोकने और लोकतांत्रिक व्यवस्था में भरोसा बनाए रखने में काम महत्वपूर्ण योगदान दिया है।

जनसंपर्क का उपयोग सामाजिक कुरीतियों को दूर करने में भी किया जाता है। महात्मा गांधी स्वयं एक कुशल जनसंपर्क वेत्ता थे, जिन्होंने 'दांडी मार्च' जैसे प्रतीकों के जरिए पूरी दुनिया का ध्यान भारतीय स्वतंत्रता संग्राम की ओर खींचा। कहा जाए तो जनसंपर्क के बिना लोकतंत्र 'मूक' है।

जनसंपर्क अपने सिद्धांतों और नैतिकता के साथ खड़े रहने वाला एकमात्र प्रोफेशन है। यह भी समझना जरूरी है कि इधर

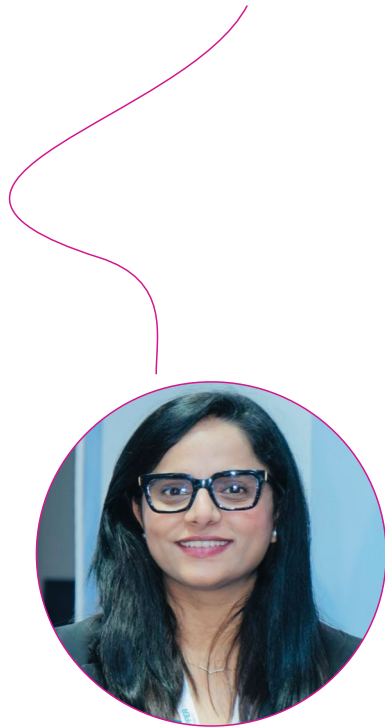
भले ही इंटरनेट की पहुंच बढ़ी है, लेकिन समाज का एक बड़ा हिस्सा अब भी डिजिटल संवाद से कटा हुआ है। इस दिशा में भी जनसंपर्क ऑनलाइन सक्रिय जनता को ध्यान में रखते हुए ही समावेशी संवाद बनाए रखने में सफल है।

इसलिए डॉ पाठक के इस बयान को बल मिलता है कि भविष्य जनसंपर्क की विधा का है और पांचवें स्तंभ की प्रभावी भूमिका जनसंपर्क की ही होगी।

एक बात यह भी उल्लेखनीय है कि आज देश-दुनिया के सैकड़ों शैक्षणिक संस्थानों में जनसंपर्क और विज्ञापन के पाठ्यक्रम संयुक्त रूप से चल रहे हैं। अब जनसंपर्क का पाठ्यक्रम पृथक से तय करना होगा। जनसंपर्क को एक पूर्ण अध्ययन और अनुसंधान के रूप में देखने की जरूरत है। भारत में मीडिया शिक्षा के चार बड़े सरकारी क्षेत्र के विश्वविद्यालय हैं जो दिल्ली, भोपाल, जयपुर और छत्तीसगढ़ में स्थापित हैं और इससे इतर अनेकों कालेजों और शासकीय व निजी क्षेत्र के विश्वविद्यालयों में विज्ञापन एवं जनसंपर्क विषय के रूप में अध्ययन होता है। नई वैश्विक और भारत में लोकतांत्रिक चुनौतियों के बीच जनसंपर्क की शिक्षा का विस्तार और विशेषीकृत बनाए जाने की जरूरत है।

भारत सरकार के सूचना एवं प्रसारण मंत्रालय तथा राज्य सरकारों में सूचना एवं जनसंपर्क विभागों में उपलब्ध रिसोर्सर्स की कमी नहीं है। जनसंपर्क के सबसे बड़े संगठन पब्लिक रिलेशन्स सोसायटी आफ इंडिया का सहयोग भी जनसंपर्क के पाठ्यक्रम और इस विधा की गुणवत्ता बनाने में लिया जा सकता है। बेहतर होगा केंद्र और राज्य सरकारों समय की मांग और लोकतंत्र में पांचवें स्तंभ की भूमिका को देखते हुए पृथक से भारतीय जनसंपर्क विश्वविद्यालय की स्थापना करें। यह एक बड़ी उपलब्धि जनसंपर्क के क्षेत्र में होगी।

India 2047: Public Relations as the Fifth Pillar of a Living Democracy



Pratigya Yadav

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Before the first policy is announced and before the first debate finds its voice, India has already begun its most profound exercise in democracy. It unfolds in the ordinary. At a chai stall where headlines are spoken aloud, in the quiet focus of a commuter scrolling through updates, in the instinctive discussions that follow every national decision. Here, meaning is shaped. Here, trust is tested. Here, the nation interprets itself.

Democracy in India has never been confined to institutions. It lives in participation. It grows through dialogue. And in that ongoing exchange between power and people, there exists a force that rarely stands in the spotlight, yet quietly determines how a nation feels, responds, and believes. Public relations. It is where intent meets understanding, where governance acquires a human voice.

India's democracy has always been a continuous conversation. A negotiation of meaning between those who govern and those who are governed. In that exchange, public relations becomes the invisible thread. The legislature may frame laws, the executive may implement them, the judiciary may interpret them, and the media may question them, yet it is public relations that ensures they are understood in spirit.

“Words are, of course, the most powerful drug used by mankind,” observed Rudyard Kipling. Long before the discipline found a name, India had already mastered its essence. During the freedom struggle, Mahatma Gandhi understood that communication was not about information. It was about belief. They travelled because they were true.

As the Republic found its rhythm, communication became more structured. Institutions like the Press Information Bureau emerged to carry policy into public understanding. Campaigns on agriculture, literacy, and health were designed with intent. They sought to influence behaviour, to shape participation, to align a diverse population with national priorities.

The years under Indira Gandhi revealed another dimension. Communication could consolidate sentiment. It could direct perception. It could, when required, command attention. These moments showed that public relations was not peripheral to power. It was central to it.

With liberalization, the grammar of communication changed. Markets opened, media multiplied, and attention became contested. Public relations

moved into a more complex space where credibility, positioning, and narrative began to intersect. It was no longer enough to inform. One had to engage, persuade, and sustain trust over time.

In more recent years, under Prime Minister Narendra Modi, communication has taken on a distinctly personal tone. Platforms like Mann Ki Baat create a sense of proximity between leadership and citizens. Campaigns such as Swachh Bharat have shown how storytelling can turn policy into participation. At the same time, digital media has altered the balance. Citizens are no longer passive recipients. They respond, question, and reshape

There is, however, a boundary that must remain intact. When communication drifts from truth, it loses its legitimacy. When it remains anchored in authenticity, it strengthens trust over time. Public relations in a democracy cannot afford to become an instrument of distortion. Its strength lies in its credibility.

As India moves toward 2047, the centenary of its independence, the nature of this dialogue will grow more complex. Information will travel faster than ever. Perceptions will form in seconds. In such a landscape, the role of public relations will deepen. It will be required to protect clarity in the midst of noise, to preserve



narratives in real time.

In a country as diverse as India, that attitude cannot survive on governance alone. It requires connection. Public relations provides that connective tissue. It translates intent into understanding. It allows authority to appear accessible and decisions to feel relatable.

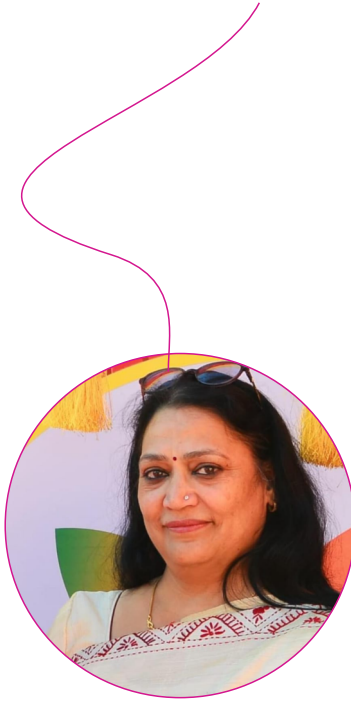
Its significance becomes most visible in moments of uncertainty. During crises, people seek clarity. The tone of a message can calm a nation or unsettle it. In such moments, public relations ceases to be strategy. It becomes responsibility.

trust in an age of speed, and to ensure that governance continues to feel human.

“Ultimately, a nation is built in the hearts of its people,” one might say, echoing the spirit of those who shaped it. Public relations, in its truest sense, works within that space. It listens, it interprets, it connects.

And somewhere between what is said and what is understood, it sustains belief. Quietly, it becomes the soul that keeps a democracy alive.

लोकतंत्र का पांचवा स्तंभ जनसंपर्क



कविता जोशी

सहायक निदेशक,
अभिलेखागार, सूचना एवं जनसंपर्क
विभाग (DIPR), राजस्थान सरकार में
कार्यरत हैं। प्रशासन, भंडार एवं
DDO का अतिरिक्त प्रभार संभाल रही
हूँ। साथ ही "राजमैक्स" - महिलाओं
के सशक्तिकरण, जागरूकता एवं
सामाजिक विकास के लिए कार्यरत हैं
और PRSI जयपुर चैप्टर में उपाध्यक्ष
के रूप में सक्रिय योगदान दे रही हैं। ये
PRSI में परिवार की दूसरी पीढ़ी का
प्रतिनिधित्व करती है। इनके पिता श्री
राम स्वरूप जी जोशी भी जन सम्पर्क
विभाग में संयुक्त सचिव थे और PRSI
जयपुर के संस्थापक सचिव।

लोकतंत्र के चार स्तंभों में बदलते समय और संचार के विकसित स्वरूप में अब जनसंपर्क पांचवें स्तंभ के रूप में अपनी पहचान बन चुका है। अब जनसंपर्क विभाग केवल सूचना का आदान-प्रदान ही नहीं करता बल्कि सरकार और जनता के बीच विश्वास संवाद और सहभागिता को मजबूत बनाता है। राज्य सरकार लोकतंत्र को सशक्त बनाने में महत्वपूर्ण कड़ी के रूप में कार्य करता है।

जनसंपर्क सरकार और जनता के बीच एक सेतु की तरह है, जो न केवल नीतियों योजना और उपलब्धियां को आमजन पहुंचा रहा है बल्कि जनता की प्रतिक्रिया और सुझाव भी सरकार तक पहुंचने में महत्वपूर्ण कदम उठा रहा है। यह दो तरफा संवाद ही लोकतंत्र की आत्मा है।

जनसंपर्क के स्वरूप को आज डिजिटल क्रांति, सोशल मीडिया, इंटरनेट ने अधिक गतिशील और प्रभावी बना दिया है। राज्य सरकार आज फेसबुक, इंस्टाग्राम, एक्स, यूट्यूब जैसे प्लेटफार्म के माध्यम से सीधे संपर्क कर आमजन से जुड़ी हुई है इससे जनता का विश्वास बढ़ा है और पारदर्शिता, जवाबदेही निश्चित हुई है। पत्रकारों को भी तथ्यात्मक जानकारी उपलब्ध हुई है। अफवाहों, गलत सूचनाओं पर नियंत्रण हुआ है।

सामाजिक मुद्दों पर राज्य सरकार द्वारा समय-समय पर अभियान चला कर नागरिकों को जागरूक और जिम्मेदार बनाने में भी बहुत बड़ा योगदान रहा है। आपदा या आपातकालीन स्थिति के समय सही और त्वरित सूचना देकर विश्वसनीयता और सूचनाओं का प्रचार प्रसार सोशल मीडिया के विभिन्न प्लेटफार्म के माध्यम से कर व्यवस्था को सुचारू बनाने में त्वरित गति से कार्य करती है, जिससे लोगों में जागरूकता आई है और डर और घबराहट में कभी आई है।

आमजन की भी आज सोशल मीडिया के विभिन्न प्लेटफार्म से जुड़ाव होने से ग्रामीण शहरी और युवा वर्ग तक प्रभावी पहुंच बनी है।

राज्य सरकार का जनसंपर्क विभाग आज लोकतंत्र के पांचवें स्थान के रूप में सरकार की छवि को सुदृढ़ करने के साथ-साथ जनता को भी जागरूक और सहभागी और सशक्त बनाकर लोकतंत्र को जीवंत बनाने में महत्वपूर्ण भूमिका अदा कर रहा है। विश्वास संवाद और सहभागिता को मजबूत बनाता है। राज्य सरकार लोकतंत्र को सशक्त बनाने में महत्वपूर्ण कड़ी के रूप में कार्य करता है।

जन संपर्क : लोकतंत्र का पांचवां स्तम्भ



सत्येंद्र प्रसाद सिंह

एस.पी. सिंह एक वरिष्ठ पत्रकार, लेखक और जनसंपर्क विशेषज्ञ हैं, जिनकी पहचान हिंदी पत्रकारिता और संचार के क्षेत्र में महत्वपूर्ण योगदान के लिए है। वर्तमान में वे VNIT नागपुर में OSD (हिंदी) के पद पर कार्यरत हैं तथा PRSI के नेशनल वाइस प्रेसिडेंट (West) के रूप में अपनी सक्रिय भूमिका निभा रहे हैं।

लोकतंत्र की नींव मजबूत और हर जन का हो सम्मान,
जन-जन तक जो बात पहुंचाए, वही जन संपर्क महान।

सत्ता और जनता के बीच, यह सेतु बनकर आता,
सच का दीप जलाकर, हर मन में विश्वास जगाता।

कहीं हो पीड़ा, कहीं समस्या औ ' कहीं उम्मीदों का स्वर,
जन संपर्क ही करता है, हर नागरिक की आवाज़ मुखरा।

जनता की आवाज़ उठाकर, यह शासन तक पहुंचाता है,
हर अनसुनी शिकायत को भी, वह पहचान दिलाता है।

संवाद बने जब शक्ति अपनी, नीति बने जन-कल्याण,
तब लोकतंत्र का रूप निखरे, बढ़ेगा देश का भी मान।

सूचना का हो सही प्रवाह, हो सत्य का उजियारा,
भ्रम, अफवाहों के अंधेरो को, करता यही किनारा।

जनसंपर्क का कार्य नहीं केवल, प्रचार का आधार,
जनभावनाओं का दर्पण है यह, विश्वास का व्यवहार।

जो जोड़ सके हर दिल को, हर वर्ग को एक साथ,
वही तो कहलाता है सचमुच, लोकतंत्र का पांचवां हाथा।

आओ मिलकर प्रण लें हम, संवाद बना रहे निरंतर,
जनसंपर्क के उजाले से, राष्ट्र बनेगा और भी सुंदर।

जनसंपर्क दिवस पर हो यही संदेश महान !
जनसंपर्क है लोकतंत्र का पांचवां स्तम्भ
निश्चय ही बनेगा यह देश की शान !!

हिन्दी पत्रकारिता के 200 वर्ष



भारत में हिन्दी पत्रकारिता के 200 वर्ष मई 2026 में पूर्ण होंगे। 30 मई 1826 में पंडित जुगल किशोर शुक्ल द्वारा प्रकाशित ऊदन्त मार्तंड से शुरू हुई इस क्रांति ने इन वर्षों के दौरान कई संघर्ष, कई रूप, कई चुनौतियाँ एवं कई प्रयोग देखे। यह भारत के लिए एक गौरवशाली पल है कि दुनिया भर में सैकड़ों भाषाएं होने के बावजूद हिन्दी व्यापक रूप से अपनाई जा रही है। इस यात्रा के आरंभिक वर्षों में 19वीं शताब्दी में ऊदन्त मार्तंड अखबार को डाक की उच्च लागत और संरक्षण की कमी का सामना करना पड़ा, जिससे वह एक साल के भीतर बंद हो गया। भारतेन्दु हरिश्चंद्र द्वारा कवि वचन सुधा द्वारा सामाजिक व राजनीतिक जागरूकता की अलख, आचार्य महावीर प्रसाद द्विवेदी द्वारा सरस्वती पत्रिका में ब्रज व खड़ी बोली का समावेश तथा गणेश शंकर विद्यार्थी ने प्रताप जैसे समाचार पत्र की शुरुआत करके जमीन से जुड़ी पत्रकारिता को उभारा। वर्तमान समय में कौरपोरेटीकरण से प्रभावित हिन्दी मीडिया-समाचार चैनल, वेबसाइट, पत्र-पत्रिकाएं अंग्रेजी-उर्दू मिश्रित तेज समाचारों पर केंद्रित है तथा कृत्रिम बुद्धिमत्ता के दौर में तकनीकी प्रयोग व चुनौतियों का सामना कर रही है। विवेकानंद सककूल ऑफ जर्नलिस्म एवं मास कम्यूनिकेशन



द्वारा इस पल को राष्ट्रीय संगोष्ठी के रूप में मनाया गया।

विषय था- “आर्टिफिशियल इंटेलिजेंस के दौर में हिंदी पत्रकारिता के 200 वर्ष: उभरते रुझान और चुनौतियाँ” इसका सफल आयोजन डीन प्रो चारू लता सिंह, तथा प्रो सिद्धार्थ मिश्रा ने टीम सहित किया।

डॉ अजीत पाठक, नेशनल प्रेजिडेंट पी आर एस आई संगोष्ठी में मुख्य अतिथि रहे. उन्होंने कहा, “आज के बदलते मीडिया परिदृश्य में हिंदी और क्षेत्रीय भाषाओं की प्रासंगिकता और भी बढ़ गई है। ये केवल संचार के माध्यम नहीं, बल्कि हमारी संस्कृति, पहचान और जमीनी सच्चाइयों की वाहक हैं।” पत्रकारिता के विद्यार्थियों के लिए भारतीय भाषाओं से जुड़ना समाज की विविधता और गहराई को समझने तथा समावेशी पत्रकारिता के लिए अत्यंत आवश्यक है ऐसे अवसर हमारी भाषाई विविधता और अकादमिक समावेशिता को सशक्त बनाते हैं।



महाराजा अग्रसेन इंस्टीट्यूट ऑफ मैनेजमेंट स्टडीज तथा पीआरएसआई “ नालंदा” के सृजन के लिए एक सहमति ज्ञापन पर हस्ताक्षर



पब्लिक रिलेशन सोसायटी ऑफ इंडिया और महाराजा अग्रसेन इंस्टीट्यूट ऑफ मैनेजमेंट स्टडीज के बीच PRSI के युवा संभाग “नालंदा” के सृजन के लिए एक सहमति ज्ञापन (एम ओ यू) पर हस्ताक्षर किये गए हैं। महाराजा अग्रसेन इंस्टीट्यूट ऑफ मैनेजमेंट स्टडीज में पत्रकारिता एवं जनसंचार विभाग ने इस अवसर पर हिंदी पत्रकारिता के 200 वर्ष पूरे होने के उपलक्ष्य में द्वारा राष्ट्रीय संगोष्ठी आयोजित की। इस अवसर पर संस्थान के शिक्षकों और विद्यार्थियों से सार्थक चर्चा हुई। निदेशक प्रोफेसर रजनी मल्होत्रा ढींगरा ने हिंदी की विशेषता और महत्व को रेखांकित किया। पत्रकारिता विभाग के अध्यक्ष डॉ उमेश चंद्र पाठक ने

हिंदी को भारतीय जनमानस के दिल से जुड़ी भाषा बताया। श्री शिशिर सिन्हा, एसोसिएट एडिटर, द हिंदू ने हिंदी की ताकत को बाजार की जरूरत बताते हुए कहा कि यह हिंदी भाषा की ताकत ही है जो बहुराष्ट्रीय कंपनियों भी हिंदी भाषा को अपनाती है। श्री विनय जायसवाल, सहायक प्रबंधक, स्टील अथॉरिटी ऑफ इंडिया ने हिंदी पत्रकारिता में ए आई और डिजिटल मीडिया के दौर में चुनौतियों की विस्तार से चर्चा की। इस आयोजन के लिए सुश्री शैफाली आहूजा ने अहम भूमिका अदा की। डॉ विनय कृष्ण भटनागर ने सभी प्रति आभार प्रकट करते हुए धन्यवाद दिया।

PRSI Mumbai's 'Nalanda Students' Forum holds engaging session on Fashion Vs Corporate Brands at Jai Hind College, Mumbai



On March 27, 2026, under the aegis of 'NALANDA-Students Forum of PRSI', Mumbai Chapter, held an engaging session on 'Public Relations in Practice: Fashion Brands vs Corporate Brands', for the Department of Mass Media, Jai Hind College. This is part of an MoU between the two institutions to further the strategic collaboration between academia & industry. The aim of such knowledge exchange is to empower students with skills & insights into public relations, while enabling a strong, future-ready talent base.

The session was led by Ms. Janet Arole, Executive Member Committee of PRSI, Mumbai, and Head of Corporate Communications at Aditya Birla Fashion & Retail Limited and Aditya Birla Lifestyle Brands Limited. First-year students of the BMM programme, and faculty members Saiprasad Shetty & Mohit Patel attended the programme. Ms. Arole shared valuable insights into the evolving role of public relations, drawing from her extensive experience at the Aditya Birla Group. She spoke about communication strategies across fashion and corporate sectors, internal and external communication initiatives, and the importance of aligning messaging with diverse stakeholders. Through examples of brands such as Sabyasachi, Masaba, Allen Solly, and Pantaloons, she explained how communication approaches differ based on audience, brand positioning, and business objectives.

The session also highlighted the collaborative nature of the PR industry, along with practical perspectives on brand integration, digital engagement through platforms like LinkedIn, and internal communication through newsletters and campaigns.

An interesting insight she shared was about how the Aditya Birla Group integrates newly acquired or associated brands. Instead of imposing rigid structures, the organization ensures that these brands retain their individuality and workflow, while still aligning with the larger corporate vision, creating a sense of inclusion and synergy.

The session also shed light on the collaborative nature of the PR industry. Addressing a question about competition among brands, Ms. Arole explained that the industry often works in a synchronized manner, where professionals value each other's opinions and maintain mutual respect, rather than operating in isolation. A key highlight was her candid discussion on crisis management, where she shared learnings from handling a widely publicized controversy, emphasizing the importance of transparency, media engagement, and strategic decision-making.

The session concluded with an interactive Q&A, making it a highly insightful and enriching experience for all attendees. Ms Palak Mukherjee, a second-year student of BMM also made the session lively as emcee of the event.

PRSI Chennai hosted an offline session titled “Where Creativity Meets Energy” in Mylapore



The Public Relations Society of India (PRSI), Chennai Chapter, hosted an offline session titled “Where Creativity Meets Energy” on March 26, 2026, at Hotel Saveria in Mylapore.

The session, coordinated by Ramkumar Singaram, began with a welcome address, followed by an introduction of the speaker by Dr. S. Shridevi.

The speaker traced his journey into photography and spoke on the growing role of artificial intelligence in reshaping creative practices. A key highlight was his introduction to dowsing, which he described as a method to assess energies, including its application in personal relationships through “matchmaking frequency”. A live pendulum demonstration drew active interest from participants.

He also emphasised the role of energy assessment in business, suggesting that aligning energies can contribute to organisational growth. The session touched upon designing



logos based on positive energy principles, linking creativity with energetic balance.

An interactive discussion followed, with participants engaging the speaker through questions. Around 32 people attended the event, reflecting interest in interdisciplinary approaches combining creativity, technology and energy perspectives.

LFDC Students Visit Zee News Telugu Studio, Gain Hands-On Broadcast Exposure



The Department of Arts at Little Flower Degree College (LFDC), Uppal, organised a studio visit to Zee News Telugu on February 25, 2026, offering students practical exposure to broadcast journalism.

A group of 30 students participated in the visit, aimed at familiarising them with newsroom operations, editorial workflows and television production processes. The initiative was facilitated by Rajeshwari Iyer of the Public Relations Society of India (PRSI), Hyderabad Chapter, highlighting the role of industry-academia collaboration.

During the visit, students observed key aspects of news production, including news gathering, verification, scripting and telecast, along with an understanding of newsroom hierarchy and broadcast technology. The highlight of the session was an interaction with M. Praveen Reddy, Desk Chief, who explained the functioning of a television newsroom and the editorial decision-making process.

The visit was conducted with the objective of equipping students with practical skills in broadcast media. Faculty members noted



that such experiential learning initiatives help bridge the gap between classroom teaching and industry practices.

Students reported gaining hands-on insights into media creation and communication, enhancing their preparedness for careers in journalism and related fields.

The Interplay of Public Relations and Public Opinion



Rajeswari Iyer

Rajeswari Iyer began her media journey in 1979; excelled in journalism and then trailblazed through Public Relations, becoming a strong PR voice. She also founded the Young Communicators Forum, promoting equal education. She is Director of Media, PR & Events at Bend The Spoon Marketing, inspiring countless women.

Public relations (PR) and public opinion engage in a continuous, multidimensional dialogue that simultaneously defines and transforms how organizations connect with their audiences.

This dynamic interaction shapes not only reputation and credibility but also the broader societal narratives within which organizations operate. Public opinion, the collective sentiment of individuals toward issues, policies, or entities, acts as both the context and the consequence of PR strategies.

PR professionals serve as the vital interpreters of this sentiment converting public attitudes into actionable insights for leadership while framing organizational communication in ways that resonate authentically with the public. Therefore effective public relations is far more than generating publicity or favourable media coverage. It represents a strategic management function dedicated to cultivating understanding, establishing trust, and establishing a symbiotic relationship between institutions and their stakeholders. In this respect, PR becomes an integral component of governance and corporate identity, guiding decisions that reflect not only organizational objectives but also ethical and societal expectations. This transparency elevates PR from a tactical communication activity to a leadership discipline rooted in relationship management. Public opinion itself is inherently fluid, reflecting the evolving complexities of society. Factors such as cultural values, technological advancement, political climates, and personal experiences continuously shape how people perceive and evaluate institutions. The speed of these change amplified by digital media and instantaneous global communication requires PR professionals to adopt agility, foresight, and active listening.

Anticipating shifts in sentiment demands both emotional intelligence and data literacy. PR practitioners must interpret signals from public discourse, news media trends, and online behaviour to forecast emerging concerns and opportunities for engagement. The field of public relations draws heavily from foundational theoretical models that conceptualize how communication functions within society.

Among these, James Grunig and Todd Hunt's two-way symmetric model offers one of the most enduring frameworks. It positions PR as a balanced exchange between organizations and their publics, emphasizing ethical dialogue, negotiation, and mutual respect. Instead of viewing communication as a one-directional mechanism of persuasion, this model advocates conversation, where feedback, transparency, and adaptation are central. The two-way symmetric approach epitomizes the modern understanding of PR as a collaborative process, promoting shared meaning and sustained trust rather than short-term influence. Closely related theories such as agenda-setting and framing also enrich the strategic dialogue between PR and public opinion.

The agenda-setting theory put forward that while the media may not dictate what individuals should think, it significantly influences what they think about. PR professionals, therefore, play a key role in determining which topics enter the public sphere and receive sustained attention. Framing theory extends this concept by examining how issues are presented, how language, tone, and context shape interpretation. Through careful framing, PR specialists guide how audiences perceive challenges, innovations, and social responsibilities, ensuring messages align with public values while maintaining

accuracy and responsibility.

In the digital era, the interplay between public relations and public opinion has entered a phase of unprecedented immediacy and complexity. Social media platforms such as X (formerly Twitter), Instagram, and LinkedIn have empowered communication, enabling individuals to express, share, and amplify opinions in real time. This constant feedback environment compels organizations to engage in authentic, transparent, and timely communication. A single misstep can escalate into a viral controversy, while a sincere, well-managed response can strengthen trust and humanize the organization. PR practitioners now rely on sophisticated analytical tools to monitor sentiment, identify influential voices, and interpret behavioural patterns. By leveraging real-time data, they can craft adaptive strategies that respond to public concerns with sensitivity and foresight.

Crisis communication represents one of the most defining tests of PR's ability to shape and restore public opinion. In times of uncertainty or controversy, the credibility of an organization hinges on how effectively it manages information, empathy, and accountability. The principles of crisis management - speed, honesty, and openness illustrate the ethical dimension of PR practice. Rather than obscuring realities, contemporary PR emphasizes transparency and responsibility as mechanisms of resilience. Case studies from industries such as aviation, healthcare, and technology demonstrate that timely acknowledgment of errors, coupled with meaningful corrective action, often mitigates long-term reputational damage and can even strengthen loyalty. Moreover, the global nature of communication ecosystems adds layers of cultural sensitivity and ethical complexity. PR strategies that succeed in one region may falter in another due to differing values, norms, and expectations. Understanding these nuances is critical for multinational organizations seeking to maintain consistency of message while honouring local perspectives. This global-local balance requires cultural intelligence—a strategic awareness that integrates localized storytelling within universal ethical commitments. Ethics remains the cornerstone of the relationship between public relations and public opinion. In an age defined by misinformation, deepfakes, and fragmented trust, the moral role of PR assumes heightened importance. Practitioners are custodians of truth and civility within public discourse. Their influence reaches beyond promoting brands or policies; it extends to shaping the quality and tone of democratic

communication itself.

Ethical PR demands honesty, respect for diversity, and a dedication to the public good. It resists the temptation to manipulate perception and instead fosters informed understanding. By practicing integrity, PR professionals uphold the legitimacy of both their organizations and the public dialogue they participate in. Moreover, the modern PR landscape is deeply intertwined with corporate social responsibility (CSR) and environmental, social, and governance (ESG) imperatives. Public opinion increasingly rewards organizations that demonstrate transparency, inclusivity, and purpose-driven leadership. Stakeholders no longer evaluate companies solely on products or profits but on their contributions to social progress and sustainability. PR thus becomes the bridge linking corporate performance to public conscience, communicating commitments, measuring impact, and ensuring stakeholder inclusion in decision-making processes. Digital transformation continues to redefine how public relations engages with audiences.

Artificial intelligence, predictive analytics, and immersive technologies such as virtual and augmented reality are expanding the boundaries of communication. These tools enable deeper personalization and real-time insight but also introduce ethical considerations regarding privacy, manipulation, and authenticity. Responsible PR practice must navigate these challenges with adherence to transparency and respect for user autonomy. The human element—empathy, storytelling, and moral judgment remains irreplaceable despite technological advancement. Ultimately, the interplay of public relations and public opinion represents both a strategic and moral dialogue. Effective PR does not seek to dominate the public mind but to connect, clarify, and contribute constructively to shared understanding. By prioritizing truth, ethics, and respect, PR professionals ensure that influence operates within the bounds of integrity. Their mission extends beyond image management toward sustaining trust—a currency as vital as any financial capital. In a constantly connected world where reputations are built or broken in moments, the harmony between influence and responsibility defines the art of modern public relations. The profession's highest achievement lies in promoting communication that enlightens, empowers, and unites transforming the perpetual conversation between organizations and society into a force for mutual benefit and collective progress.

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