

Why Public Relations Practice?

The paper extensively analysed, the reasons why public relations practice is needful in every organization. It was established that no individual, group or an organization can accomplish its set objectives in a state of misinterpretation, chaos and rejection. To avert the occurrence of this ugly situation, the understanding of the various images an organization has such as, the mirror, current, corporate, multiple, wish and product/service images are identified by public relations practitioners. Changing bad images involves winning the various publics by applying the PR transfer process model propounded by Frank Jefkins that changes hostility to sympathy, prejudice to acceptance, apathy to interest and ignorance to knowledge, to function properly all public relations practitioners should be conversant with the various communication skills, have an understanding of the PR tools and models applicable while solving organizations problems. It is no gain-saying the fact, that the job of maintaining a good image of an organization through a two-way symmetric communication, should enlist the support of the management cadre. Hence, the interest of its publics should be paramount while taking decisions, if organizational objectives are to be realized. Here lies the importance of public relations practice which serves as a pin in the center of a hole