



FUNCTIONAL ANALYSIS OF PUBLIC RELATIONS: A COMARATIVE STUDY OF RURAL AND URBAN AREAS OF HARYANA

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Abstract: *The study examines the functionaries of public relation department of Haryana. It is an empirical study, based on comparative study of rural and urban areas of Haryana. In this context, there were 200 respondents, who have responded in accordance with changing development scenario. In order to get the desired results, a Hypothesis has been developed in accordance with responses, given by the respondents, belonged to rural and urban areas of Haryana. In order to testify a Hypothesis on responses, a t-test has been used to get the desired results. The findings indicate that there is considerable rural-urban regional disparity on multi-faceted views on the functionaries of pubic relation department of Haryana which has been justified by t-test for observed data of various districts of Haryana.*

Key words: *Functionaries of PR, changing development scenario, Hypothesis, t-test, rural-urban regional variability.*

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INTRODUCTION

'Public Relations' has been playing a vital role to establish a relationship between the people and the government. In order to examine the views of respondents, and the functioning of the government in accordance with changing development scenario, various studies have been carried out by the authors and scholars, belonged to different streams. In order to throw an adequate light on 'Public Relations' various authors have been different views on this concept. 'Public Relations' refer to concept wherein different programmes are used to promote and protect the share holders employees, supporters, investors etc. According to Charter Institute of Public Relations, "The 'Public Relations' is a strategic management function that adds value to an organization by helping it to manage its reputation" A wide variety of tactics and tools are used to manage and promote the reputation of company through news, speeches, seminars, etc.

Public relations have a very significance for developing the image of development and maintaining it's through its existence. Most of the text considers the establishment of publicity Bureau in 1990 to be founding of public relations profession. However, academic have found early forms of public influences and communication management in the ancient civilizations during the settling of the new world and during the movement to abolish slavery in England.

Basil Clark is considered the founder of 'Public Relation' in the United Kingdom for establishment of editorial services in 1924, through academic Novel Turn ball belonged Turn ball believes PR was founded in British, first by evangelicals and Victorian reforms.

In India, the great religious teachers from *Buddha* and *Sankaracharya* to *Nanak* and *Kabir* were the master communicators. They preached in an idiom which common people founded easy to understand. The rock inscriptions of emperor *Ashoka* were written in local dialects for easy communication. He also sent his own children to Sri Lanka to spread the message of Buddhism from the angle, his daughter Sanghamitra can be described as the first woman public relation executive in the history of public relation in India.

At present, 'Public Relations' in India is a review of the history of public relations in the world and India and PR as an essential feature of the management function. The building a cause for citizen-centric public relations, *Vilaniyam*, J.V. (2011) has discussed the citizen – centric public relations. In this context, the author argues that in India, PR must be viewed



as a development tool geared towards socio-economic progress. A public relation officer attached to a department or ministry of government will not be able to discharge his function adequately and properly if he does not know the problems of the government in its entirety. It is necessary for him to have an integrated thinking and approach. He must have a clear concept of the states' socio-economic development, economic plans and overall view of different sectors, their long and short term perspectives (Hand book of Public Relations in India 1968).

Bhatia, Mamta (1995) has discussed the significance of PR in her thesis, "Public Relation's Administration: Structure and strategy in context of Rajasthan, and found that the public relation department is playing a vital role to disseminate the development oriented programmes through different mode of media to the people. It acts as a bridge between the government and the people belong to different strata of society. Similarly, **Shiyuma, J** (2001) has examined the role of media for disseminating the vital information of development phenomenon in relation to existing and prospective physical environment. He has focused on understanding the development of communication to inculcate the problem of sustainable development with the change of change in technological development scenario. He also focused on execution of public policy in accordance with changing local conditions in rural and urban areas of the country.

Joshi, P.C. (2002), has highlighted the significant role of media in relation to development of public relations to relation to responsiveness of the public grievances at a micro level as well the changing of development scenario at national level. The author also focuses on the challenges, posed by the executers of public policies in the different areas of the country. The other issues were the effective strategy of the development for five year-plans, the people's responsiveness and transformation of economy from agriculture to industries during this globalization period.

Sahib, Godana (2010) has discussed the role of public relations in Haryana and Andhra Pradesh. The objectives of state are aimed at welfare of the people, belonged to different strata of society. The author has carried out a comparative study, by taking qualitative and quantitative parameters of both the states and drawn some of vital inferences of the development phenomenon and the impact of public relation on the awareness aspects of the people of both the states. Hence, it is obvious that the scholars of different streams



have discussed the public relations' issues in relation to development phenomenon in the socio-economic and political scenario of the country.

STATEMENT OF THE PROBLEM

The functionaries of public relation department are multi-functional and varied. It acts as a bridge between the government and the people live in rural and urban areas of Haryana. The main functions of PR department are disseminating the government development works. Secondly, know the reactions of the people on public policy. Thirdly, build up the harmonious relations between government and the people. It has been observed that there is considerable variability between the responses, given by the people, belonged to rural and urban areas. Meaning thereby, different levels of education and the levels of awareness become deciding factors for forming their views on the functionaries of public relation department of Haryana. In this context, there has been considerable objectivity and subjectivity has been noticed among the respondents, belonged to rural and urban areas of Haryana. However, a t-test, employed on 200 respondents, indicate a hypothetically justification for variability in rural-urban regional disparity. In this context, various functions of 'Public Relation' department have been performed by the professionals, working at different professional and administrative hierarchies.

OBJECTIVES OF THE STUDY

1. To examine the main functions of '*Public Relation*' department of Haryana;
2. To examine the '*opinion-formation*' of the people, belong to rural and urban areas of Haryana;
3. To test the Hypothesis on the views of the respondents of *rural* and *urban* areas of Haryana;
4. To suggest some of suggestions to make improvement in responsiveness of the people, belong to different strata of society.

MATERIAL & METHODS

In order to examine the various functionaries of the department of 'Public Relation' of the state, there were samples of 200 respondents have been selected in accordance with age, sex, income, level of education and the residence—rural or urban. Keeping in view this stratified sampling, a structured questionnaire has been formed for taking the views on various functionaries of the public relation department (Singhal, Baijnath 2008)



In order to know the variability among the respondents, various questions on the main and minor functions has been asked from the respondents belonged to rural and urban areas. In order to uniformity or the variability of the views on the functioning of PR of Haryana state t-test' technique has been employed to get the desired results. The't-test' formula as follows:

Testing of Hypothesis: In order to testing the hypothesis a 't-test' technique has been employed for drawing the desired inferences.

Test t- test

$$t = \frac{\bar{x} - \bar{x}_2}{S} \sqrt{\frac{n_1 + n_2}{n_1 + n_2}}$$

Here is 't' is based on (n - 2) degree of freedom. If the calculated value of 't' exceed 0.05 for d.f. we say that the value 'r' is significant at 5 per cent level.

Suppose the Null Hypothesis $H_0 = \mu_1 = \mu_2$

THE STUDY AREA

In order to review the various functions of 'Public Relation' department of Haryana, the stratified sampling of 200 respondents of various age-groups, different levels of education, income-groups, occupation and the residences, where they belonged. The study area covers district of Rohtak, Mewat, Kurukshetra and Sirsa of Haryana. The criteria of selecting of these districts have been the locational advantages of the more and less developed regions, where the districts are located. For examples Rohtak is highly developed, whereas Kurukshetra is located in medium developed region. On the other hand, Sirsa and Mewat indicate their less and very low levels of development districts respectively.

RESULTS AND DISCUSSION

The following tabulated figures show the respondents who have formed their opinion in accordance with their levels of education, age, income, occupation, general awareness and the residences where they live. It is therefore; various inferences have been drawn from the respondents, belonged to rural and urban areas.



THE VIEW OF RESPONDENTS ON VARIOUS FUNCTIONS OF PUBLIC RELATION DEPARTMENT
OF HARYANA

Sr. No	View on various functions of PR	Total No of Respondents	Percentage
1.	Relation with the public	64	32
2.	Publicity	35	17.55
3.	Image formation	5	2.55
4.	Entertainment	2	1
5.	No opinion	20	10
6.	Relation with public & publicity*	12	6
7.	Relation with public images form*	32	16
8.	Publicity & image formation*	2	1
9.	PR, Publicity & Image formation*	10	5
10	Publicity, Image formation & Ent.*	3	1.55
11.	All	13	6.55
12.	Total	200	100

Source: Field Survey

* Multiple Responses

Keeping in view the tabulated figures of varied responses, given by the 200 respondents indicate objective and subjective views on various functions of department of public relation of Haryana. It is obvious from the tabulated figures which indicate that the 32 per cent of the respondents had a clear cut opinion on main function of PR department has been 'Relation with the public, whereas 17.55 percent of the respondents have pointed out that the main function of PR department has been *publicity*. On the other hand, only one percent of the respondents consider it as a source of 'Entertainment,' whereas, 6 percent of the respondents have indicated their views as 'Relation with public and publicity. In this context, 16 per cent of the respondents have considered as 'Relation with public image formation' were the main functions of the public relations. However, only one per cent of the respondents have considered the main function of the PR has been 'publicity and image formation of the government. There were 10 per cent of the respondents, who have failed to form any opinion about the functioning of 'Public Relation' department of Haryana. Lastly, there were another 5 per cent of the respondents, who have considered the main functions of the PR department were to establishment of *public relations, publicity* and the *image formation* of the government. On the other hand, there were only 1.55 per cent of



the respondents, who have considered the main functions of PR have been 'publicity, image formation of the government and the source of entertainment. Lastly, there were 6.55 per cent of the respondents who assess the all functions of the public relation department of Haryana.

TESTING OF HYPOTHESIS

Suppose the Null Hypothesis $H_0 = \mu_1 = \mu_2$ Suppose there is no difference between the respondents of rural and urban areas of four districts of Haryana, taken for the study as a resulted the calculated & tabulated values have been worked out as follows:

Sample	Rural	Urban	Calculated value	Tabulated value
Mean	27.67	23.87		
			5.58	2.48
S.D.	12.06	3.85		

$$V = 100 + 100 - 2 = 98$$

According to t-test, the calculated value is more than the tabulated value. It is, therefore the hypothesis is rejected. Hence, the attitude of the respondents of the rural areas towards functioning of Public Relation department is different to a considerable extent. With the help of t-test, it is obvious that there is considerable subjectivity, found among the respondents, belonged to rural and the urban areas of the respondents of the four districts, taken for the study. It has been tested at 5 % of the sample respondents, taken for the study.

SUGGESTIONS FOR MAKE IMPROVEMENT IN PUBLIC RELATION RESPONSIVENESS AMONG THE PEOPLE

- Increase the literacy rates among the people belong to rural and urban society.
- By increasing the political awareness among the people, particularly those who belong to SC/OBC categories.
- A periodic feedback given by the public belong to rural and urban areas.
- Fully transparency in the public policy formulation and execution of the development projects, to be undertaken by the district administrative machinery.
- Increasing people-participation in public-policy making process at apex level (Surat Singh,2005)
- The public policy should be executed in accordance with prevailing local conditions.



- In order to develop fully credibility among the rural and urban masses, there should be narrow gap between 'statement announced' and 'Actual implementation' on the ground (Sharma, Om Prakash 2007)
- The government machinery should be functioning in accordance with the need of programme rather than political vested interests.

CONCLUSIONS

'Public Relation' department of Haryana government has been playing a significant role to create the awareness among the people belonged to rural and urban areas of Haryana. The 'public relation' had a glorious historic past, where the kings and the Emperors of ancient India, used to send their messages through 'vernacular' mode of media to the people, belonged to different strata of society. In the present study which is an empirical study, based on 200 respondents, taken from rural and urban areas of some of the districts, taken for the study. In this study, the single and multiple responses indicate that there has been considerable subjectivity in response among the respondents; who belonged to different strata of society. The stratified sampling of 200 respondents, which were comprised of 100 respondents each from rural and urban areas have indicated their views on different mode of functioning of PR in Haryana. In order to testify the uniformity or variability in the views of the respondents, belonged to rural and urban areas, a 't-test' has been applied on the observed data from rural and urban areas of some of the selected districts of Haryana, taken for the study.(Manoj Dyal,2003). The differences between the tabulated and calculated values of the observed data indicate that the calculated value is much higher than that of tabulated value. It is therefore, obvious that there has been considerable difference between the respondents, belonged to rural and urban areas of Haryana. Lastly, there were some of suggestions which could be proved conducive to ameliorate the responsiveness among the rural and urban masses of Haryana

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