

Pozdnieieva A.
Y.I. Parshin, research supervisor
S.I. Kostritskaya, language adviser
National Mining University

PUBLIC RELATIONS OR ADVERTISING

All business owners have a common goal - to see that their product, whether it takes the form of hard goods, a service, or an idea, gets to the end user.

This process of getting the product to the user and all the decisions made to facilitate this movement is called marketing. Marketing means focusing all efforts having to do with Production, Pricing, Promoting, and Placing the product on people rather than the product itself.

Promotion is the arm of marketing that lets the company communicate with people. The common term these days is Marketing communications. Planning how to promote a product, the company has the following tools to work with: advertising; sales promotion; public relations; personal selling; direct marketing.

PR includes activities intended to promote understanding of the company or product and to promote goodwill toward the company and its products. Through PR activities the company may assess and influence public opinion by delivering messages without incurring direct media costs. Public relations are often conducted through the media, that is newspapers, television, magazines, etc.

Advertising is uniquely able to deliver a consistent messages reliably, quickly and efficiently. Advertising is very good for creating an image, for getting a consistent message out to many people at one time, or for showing how one product differs from another. It's also good for promoting products over widespread areas.

Advertising and PR are sometimes thought to be different names for the same thing. While they are both methods of promoting the business, there are some differences. The company can use public relations and advertising together as well as separately when the situation calls for it.

A distinct difference between PR and advertising is their extent of message control. When, where, and how an advertisement runs is quite controllable. The company controls the message, the method and timing of delivery. Conversely,

while the process of creating messages through public relations is controllable, what occurs after the message has gone to the media is often uncontrollable. The media controls the message and the method and timing of delivery.

The intention of most messages in advertising is to inform, persuade, or remind about a product - usually with the intention of making a sale. The intention of public relations efforts is often to create good will, to keep the company and/or product in front of the public, or to humanize a company. So, the public relates to its people or reputation rather than viewing the company as a non-personal company.

In advertising the public may view the message as commercial because it recognizes advertising as an attempt to persuade or, in some cases, manipulate. In public relations the public often sees public relations messages that have been covered by the media as news and therefore, regards them as more believable.

Advertising exposure is often proportional to the amount of money spent on the advertisement. Advertising involves not only the cost of creating the message (the print, radio or TV commercials), but also the cost of paying a media outlet to deliver the message. PR involves primarily the costs of developing the positive information about the company, the owner or the product - messages the company hopes to communicate to its market and community.

So, for small companies public relations is the better method for direct and personal communication with a target audience. For larger companies with a sufficient budget, advertising along with public relations may be the right combination for success.