



# **Impression Management & Public Relations**

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# **Towards *a definition*.....**

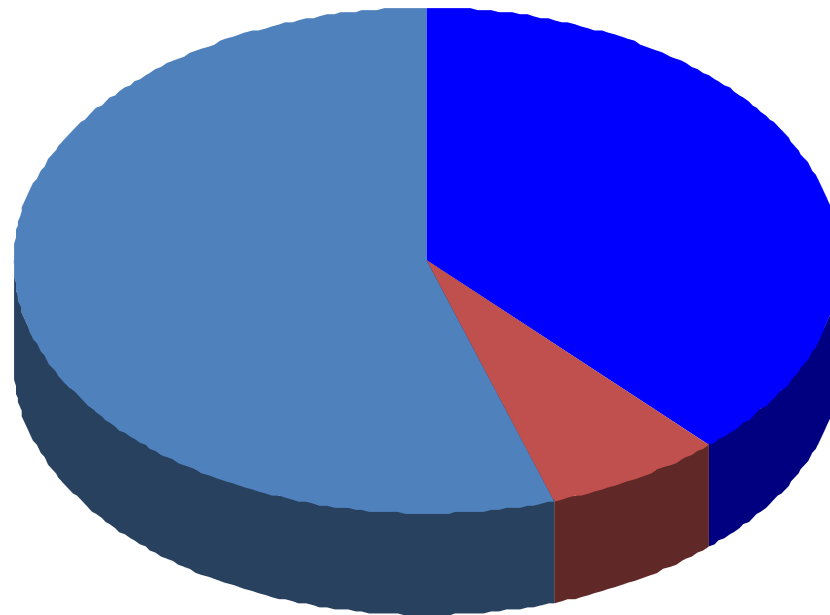
**It is a goal-directed conscious or unconscious attempt to influence the perceptions of other people about a person, object or event by regulating and controlling information in social interaction.**

**Impression management is an active self-presentation of a person aiming to enhance his image in the eyes of others. (J B Sinha, 2009)**

**Impression management is an “act presenting a favorable public image of oneself so that others will form positive judgments. (Newman, 2009)**

# ***First impressions:***

***55%***  
***appearance***  
***& body***  
***language***



***38%*** ***tone,***  
***pitch & pace***  
***of your voice***

***7%*** ***what***  
***you say***

# Techniques of IM

- **Self Presentation or Ingratiation**
  - Flattery; Being likeable
- **Intimidation**
  - Arouse fear, not care for being liked for one's behaviour
- **Self – promotion**
  - Advertising, show competence in some areas
- **Exemplification**
  - Moral worthiness & create impression on guilt in others
- **Supplication**
  - Play on weakness & seek sympathy

# Use of IM Behaviour: Corporate

## Vijay Mallya



- Successful
- Stylish
- Flamboyant
- Socialite

**Technique:** Self Promotion, Intimidating, Ingratiation

## Narayan Murthy



- Simple, Hardworking
- Dare to dream – role model
- Away from glamour
- Formal dressing

**Technique:** Self Promotion, Exemplification

# Public Relations & IM

- Public Relations is an important tool for IM
- Shaping public consent or Manufacturing Consent – critical in developing IM – role of PR
- Changing role of PR impacts IM from information dissemination to building corporate equity now
- PR helps IM due to relationship marketing with stakeholders – shaping public consent
- SM helps in IM with critical role played by PR
- PR also helps when IM gets negative press for client or individual using traditional or digital PR tools

# Public Relations

- Public Relations in India is a nascent industry
- In PR, values and worldviews are as important and relevant as facts. Together, they combine to form 'truths'. Yet whose truth is correct?
- PR is about creating perception on an individual or client
- Use of scientific tools for measurement or efficacy of a PR program is still evolving
- PR is more a mgt. function than comm. function
- Use of PR by Govt. agencies increasing – PMO, MEA, CMO and other agencies
- PR is about managing strategic RELATIONSHIPS

# Industry – *some basic stats*

## Newspaper Industry (Source: WPT, 2011 report from WAN-IFRA)

- ❖ Publishing industry global revenues - \$160 bn annually
- ❖ Global Circulation: 519 million – reaches 2.3 bn daily, with 20% reading on Internet
- ❖ Between 2006-10, print circulation has dropped
- ❖ India & China are “world absolute leaders in industry”
- ❖ Circulation in India grew by 8.23% in 2010-11 – regional dailies accounting for significant increase
- ❖ Malay media is State-owned & State-controlled

## Television

- ❖ 141 million TV households in India – 116 mn connected by cable, 25 mn. by DTH

## Internet

- ❖ 100 million Internet users in India vs. 500 mn. in China
- ❖ 17 mn. Internet users in Malaysia – 64% users under 35

**Staggering numbers – IGNORE AT ONE’S RISK??**



# Public Relations: Strategy

- PR is about telling a story with words & images using WHO | WHAT | WHEN | WHERE | WHY & HOW
- PR Strategy is about getting above together to tell a story to the publics
- Ability to define your public and get the above right is key to a successful strategy – Messaging is KEY
- Communication is also two types – Push & Pull
  - Push – launch of a new product that will revolutionize industry, need CEO to market this product
  - Pull – recall a product that caused harm or inconvenience – only statement from a senior executive will work to make customers believe your company

# WIFM – PR Strategy

- PR is moving from traditional methods to new order – Social Media (SM)
- SM is about User Generated Content (UGC) & instant reactions through FB | Twitter | YouTube | LinkedIn
- Move to WIFM trigger (What In it for me) since UGC should help evoke response to campaign
- SM team should be able to handle queries, direct to right channel – ABILITY TO ENGAGE
- SM offers scope for Audience Engagement – tricky but very powerful
- Choice of right SM vehicle – critical for success of PR campaign in digital media

# Role of PR Person

- Originally confined to seek acceptance & respect
- Changing role to Corporate Image Building using:
  - Employee Communication
  - Media Management
  - Corporate Social Responsibility
  - Crisis & Issue Management
  - Public Affairs & Liaisoning
- **Connecting with media:** press release, press conference, FAM trip, interviews, events & sponsorships
- **Connecting with investors** – analysts meets, investor presentations, media handling at AGMs
- **Communicating in Crisis** – develop crisis communication manual, messaging framework, spokesperson training & timing information dissemination on regular basis

# Role of PR Person

- **Communicating with Govt. & Polity**
  - Generate favourable public opinion for a proposed legislation, policy & building rapport with Govt. officials & bureaucrat
  - Identify influence groups & engage
- **Building Image with International Community**
  - Cultural sensitivities, adapting communication to suit local needs, audiences
  - Sensitization of global team to local issues, culture & media needs
- **Communicating with Stakeholders**
  - Identification of stakeholders – understand their concerns, issues, influencer groups within them
  - Develop communication framework with key messages, timeline and identify right medium to engage constantly

# Communication in Convergence

- Convergence of medium – Role of Technology
- Convergence helps communicate to different audiences based on their preference
- Content can be tailor made to suit different audience using text, audio, videos in wires/wireless media
- Media leverages multi-media delivery of information
- Technology is a major determinant of this delivery but tech convergence is sometimes unnecessary
  - LG microwave with television
  - Entry of smart phone – voice, data, text use
- Convergence helps media firms stay competitive

# Convergence

- Flip side of convergence in communications
  - iPhone doesn't support flash
  - Some smart phones don't support web browsers
  - Converged device less functional than component
- Convergence helps create new markets
  - Mobile firms have 3G on smart phones
  - Smart TV screens with video, GPS, web browsers
  - Desktop computers use Skype to call
  - Text messaging for information delivery – bulk SMS
- Media convergence is making media companies rethink from the consumer's point of view, as these affect marketing and programming decisions

# Social Media & PR 3.0



- Emergence of Social Media created another avenue for PR professionals to reach public
  - Facebook, Twitter, LinkedIn, YouTube, Flickr etc
  - Vlogs, Audio/Video Podcasts, Live casting, Twitter press conference, Video release, RSS, SEO etc
- Media firms & PR Professionals know about SM but still learning how to navigate & leverage
- Clients still grappling why SM before moving to partner or leverage SM – issues of privacy intrusion
- Journalists in India aware of what SM can do but restricted by organisation, technology or resistance
- SM raises more questions on use by PR & Media

# PR 3.0 & Corporate Sector

- Anand Mahindra, Kiran Mazumdar Shaw, Ratan Tata tweet on economic issues, corporate news
- Websites move from static to dynamic – integrate with SM – YT, LI, Twitter, FB etc
- Information delivery using SM on rise
- FB being used for brand campaigns to catch young
- LI helps build brand presence, recruitment and network – India is largest growing market
- YouTube – Indian firms now upload product, service launch teasers, catch them young campaign
- Both PR & Indian Corporate learning to leverage SM
- Issue & Crisis Comm. and IM reach staggering proportion due to SM – tough tasks for PR professional



# Way ahead

- Globalised India with huge FDI inflows throws up huge opportunities for PR professionals
- Convergence creates larger canvas for PR but comes with rider of managing perceptions & engagement
- PR & Corp. Comm. will play larger role in future – need to gear up for this opportunity
- Domain expertise, sectoral knowledge & understanding of macro issues – critical for growth
- If PR has to become strategic communications & move to board rooms – long way to go
- Entry of MNC firms, global PR agencies will create need for well trained professionals



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