

Feature story base on interview

Literature, Russian Literature



PR – The Next Generation of the Journalism, Mass Media and Communication of the Concerned January 12, PR- The Next Generation

Sad but true, the next generation of PR professionals is least likely to find a set course, pursuing which they could trace their path to success and glory. The current world of PR is a massively open and viciously competitive arena, which is most likely to accommodate those who have a background marked by versatility, variation and a knack for tracing value in information.

Many novices desirous of making a career in PR often wonder as to what it takes to do it? The bad thing is that nobody knows the right answer. The good thing is that no matter where you are currently placed, if you believe that you have it in you, you are today more likely to fit into the increasingly diverse and inclusive world of PR.

In a modern day PR firm you are very prone to find PR teams comprising of generously assorted misfits like self style writers and editors, compilers of cheap record books, university drop outs, techno geeks, part time waiters, blog writers, fitness enthusiasts and what not. It's a brave new world.

A simpleton may construe this to mean that the standards of contemporary PR professionals have deteriorated abysmally. No sir, it is nothing like that. The real thing is that the next generation of PR professionals not only avoid giving in to ego hassles, when it comes to gaining experience, but a grass root level insight into the mass consciousness actually endows them with an eye for value and mass interest.

Yet, nobody will advice the likely aspirants to drop on the basics because many acclaimed PR professionals did so. Having a sound academic base and taking care to allay the parental anxieties by securing good grades curtails

much unwanted stress and opposition. In fact, doing is more likely to provide you with the much needed emotional support and financial backup, which you will need during the initial years.

If the contemporary PR environment defined by multimedia portals and a diverse consumer base has increased opportunities for the newcomers, it has at the same time curtailed the honeymoon periods that the editors could extend to the newcomers.

If you fail to value the time of your editors and end up becoming a problem rather than a dependable source of ingenious solutions, believe me, you are out!

The saving grace is that as in any other vocation, in PR also, some old fashioned values still hold. Young professionals who enter the world of PR because they have a passion for it are more likely to make it, as compared to those who enter, lured by the craze for money.

The learning graph is often long and arduous, marked by much bitter criticism, disappointments and ample failures. Therefore, only those who have a real interest, manage to hold on and sustain in the long run.

So if you have real expertise in any area of human interest, are willing to put in whatever it takes and have an eye for value and respect for time and space, then yes, you are indeed welcome to the amazing world of PR.