

Using a chosen organisation, identify how the role of pr contributes to the achie...



PR and Reflection Question The Role of PR at Google Google's primary is to provide all users with easy access to information on the internet. Another important objective is to use the most innovative tools and products developed by its own staff to improve users' internet experience (Moore, 2014: 29). However, these objectives have been beset by problem in recent times, with most of the challenges involving legal and ethical issues surrounding the company's operations. A particular concern has been the sharing of information with the government and other businesses (privacy violation), as well as copyright infringement issues (Moore, 2014: 29). These challenges have resulted in bad publicity for the company, which is the last thing it needs as it tries to forge ahead with its objectives. This is where PR comes in. Google's PR policy, developed and implemented by some of the most dynamic practitioners in the US, has been influential in countering the negative press generated by its legal and ethical problems.

The company's PR policy is designed to encourage closer and more personalised interactions with its customers. For example, its Gmail service has been used in recent years to emphasise its understanding of users' needs and habits. Google has, in recent years, started sponsoring charities and actively participating in CSR initiatives that generate positive publicity and counter the negative press created by its ethical and legal problems (Moore, 2014: 34). In Africa, for example, the company is collaborating with local start-ups and NGOs to improve various conditions. Finally, Google's PR policy has portrayed it as transparent and sustainable; probably the most sustainable technology company in the world. Although this may not be necessarily true, it resonates with customers and capitalises on the current

clamour for and attractiveness of sustainability and longevity in the corporate world (Moore, 2014: 36).

## Question 2

In the duration of this coursework, I have learned that PR is more than just about publicity. In fact, I have learned that the notion that PR equals publicity ended in the beginning of the 21st century. Currently, PR is a wide field that comprises many different disciplines and plays a role at all levels of society and government. I have also learned that PR starts with me. We engage, many times, in PR-related activities without our knowledge. For example, the way we relate to each other is a case of good or bad PR, and it defines our approaches to the subject as we become more experienced (Moore, 2014: 39).

In practising PR, I have adopted a utilitarian approach to common PR problems and issues. According to the theory of utilitarianism, people should always act in a manner that brings happiness to the most number of people at any one time. I believe that this should be the ultimate goal of PR. It is not always compulsory that everything be spun to create false situations for the public or whoever is watching, but if it ensures happiness to as many people as possible then that is the correct approach (Moore, 2014: 43). I believe that the era of right and wrong is over, and focus should be on using PR to make the largest number of people happy at any one time.

## Reference

Moore, S. (2014) Public relations and the history of ideas, Hoboken, Taylor and Francis.