

## **DEVELOPMENT TENDENCIES OF PUBLIC RELATIONS (PR) THEORY AND PRACTICE**

**Makhsimova Risolat Qosimjon Qizi**

2nd course student of International Journalism and Public relations faculty,  
Journalism and Mass Communications University

---

### **ABSTRACT:**

This paper analyses the development tendencies of public relations (pr) theory and practice. On this case, research has been conducted both methodologically and theoretically. This concludes with outcomes and shortcomings as a whole.

*Keywords: Tendency, development, public relations, PR, theory, practice*

### **INTRODUCTION**

Today, the field of information services and PR is becoming more and more entrenched in the life of our society and state. In our country, this area is relatively new and has not yet been fully systematized. What is the role of this industry? What are the benefits of systematizing it? All these questions can be answered only after understanding the theory and practice of PR and international communications.

The evolution of the history of the formation and development of PR is studied in three periods. They are: preparation, intermediate and main periods.

The origins of PR go back to Thomas Jefferson, the third president of the United States, who first used the term "public relations" in 1807.

This does not mean that the beginning of PR starts from this day. In fact, its history goes back a long way. He went through different stages at different times under different names. Initially, PR was manifested as a profession in the activities of Greek and Roman orators. They guided public opinion through the speeches they made. If the mind is controlled, then the actions are also controlled. The only real-life example is Demosthenes, a Greek who was on the verge of surrendering without a fight, despite the invasion of his country, and we all know from history that his words were not in vain.

### **MAIN PART**

However, until 1807 it was called by other names. According to reports, Thomas Jefferson included the phrase "public relations (PR)" in his "Seventh Address to Congress" instead of the phrase "state of mind". The term "PR" in English, which has a high international status, has been widely used as a secular science name in other languages since then, especially in Uzbek. In 1832, the first discussions about PR were held at Yale University. John Robinson also made an integral contribution to the development of the Preparatory Period in Public Relations. He was sealed as the first official PR agent in the history of science. In 1868 he opened a press agency and began PR activities.

However, it was not until the twentieth century that the field of public relations (PR) began to emerge.

Known as the "father of public relations," Ivy Ledbetter Lee has created a positive image of many people in the United States through PR. Ivy Lee, who graduated from Priston University in New York in 1898, first worked for the World newspaper. However, the young journalist is not satisfied with the narrow streets of journalism. He wanted to be more active in public life. He demonstrated this aspiration in the 1903 New York mayoral election. He became a Parker and Lee co-founder with his colleague George Parker when he became a spokesman for the Democratic National Committee during the U.S. presidential election the following year.

In 1918, the first personal press secretary of the King of Great Britain took office. In 1932, the position of Head of Public Relations was established under the United Kingdom Government.

The name PR as a science is derived from Edward Bernays's 1923 work, *The Crystallization of Social Thought*. This pamphlet discusses how to positively publicize public opinion as a whole, that is, as a crystal. This work is the first theoretical foundation of PR science. In the same year, the Department of Public Relations was established at New York University. According to A. Chumikov, a Russian researcher, in *Public Relations*, E. Bernays described his work as follows: "When I opened my first office in 1919, I appointed a Public Relations Adviser. He started to listen to customers and work with the public." Thus, theorists began to explore new aspects of PR. Public opinion polls are one of the most important criteria for communication.

According to V. Korolko, public relations has three main functions:

1. Study and observe public opinion. PR is the only way to get public opinion and influence it effectively. If public opinion is not studied in time, then a positive goal will not be achieved.

2. Monitoring community movement. So it is important not only to study the opinion of the public, but also to monitor their actions. The PR professional must determine how the public will behave in this or that action. As new situations arise and social attitudes change, the public needs to know in advance how they are behaving and where they are going. Clarity is an important part of a PR professional.

3. Ensuring mutual interest between the organization and the public. It is necessary to ensure mutual interests, not one-sided, and, as a result, to develop cooperation with the public. It will be a win-win situation. These three key functions are essential for PR professionals to strengthen their relationship with the public.

Former Indian President Indira Gandhi called PR "the oil of democracy." PR establishes communication between governments and the people, the population and business, producers and consumers, individuals and social groups. PR develops only in countries where democracy is practically developed. At the same time, it also serves the development of democracy. That is why today the field of public relations as a secular science is gaining momentum. Only where there is transparency, truth, sincerity can PR bring success and the expected result.

In 1974, PR was recognized as an international social institution, at which time the European PR Association (YePRA) was registered as an advisory body to the UN Economic and Social Council.

PR, which has come such a long way, has about 1,000 definitions today. It is therefore recognized as an area that is difficult to understand. In 2012, the PRSA approved its most optimal definition: "PR is a strategic process of establishing a mutually beneficial relationship between businesses and their communities." Its constituent areas are more than 50. Nowadays, many people understand PR and advertising as one thing. However, advertising is only one aspect of PR. Today, scientists say that advertising is "paid" and PR is "wanted". The reason is that advertising is an expensive, short event. Its distance and level of exposure is measured by price, while PR is done in the long run based on a strategic plan. In short, the taste of PR is a constant confidence, while the taste of advertising is a short and strong feeling. This ensures a constant stay in the public spotlight. In my opinion, Al Ries meant exactly the same concepts when he said, "PR is the best way to build a brand, and advertising is the best way to support it".

## CONCLUSIONS

Today, PR confederations established for the development of this field provide a basis for the exchange of experience of specialists. In particular, the European PR Confederation, which has been operating since 1959,

unites 22,000 PR professionals from 25 countries. In 1996, the Russian Public Relations Association also joined it. The anti-crisis mask of the PR sector, which aims to change the direction of public thinking, is also its remedy. Today, he is discovering new ways and directions.

## **REFERENCES**

1. Saidov U. Globalization and intercultural communication. –Tashkent: Academy, 2008. -128 p.
2. Vasilev G.A., Polyakov V.A. The basics of advertising. Textbook benefits - Moscow: UNITY-DANA, 2006.132 p.
3. Farby E.D. How to create a good advertising. St. Petersburg, 2004.-- 123 p.
4. Ephraim. T., Efremova F. The modern explanatory dictionary of the Russian language. <http://dic.academic.ru/dic.nsf/efremova> . 2000.
5. Ivanova E.V. Psycholinguistics advertising appeal. Moscow, 2009.-- 154. [www.aztr.ru](http://www.aztr.ru).