

PUBLIC RELATIONS AS A POWERFUL INSTRUMENT FOR BUSINESS GROWTH: THE ECONOMIC AND BRAND RECOGNITION INFLUENCE OF PUBLIC RELATIONS ON COMPANIES' DEVELOPMENT

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Annotation: This article explores the deconstruction of different levels of public relations, when and where PR is most commonly used, and whether PR technologies can effectively influence brand awareness and the economic status of a business.

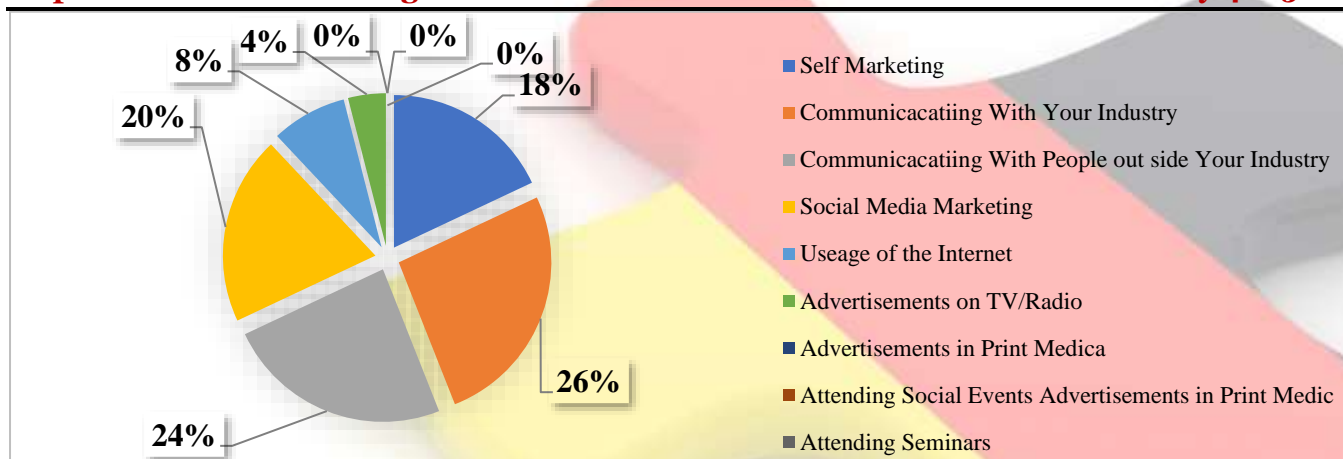
Key Words: Public relations, companies in the early stages of development, business.

The concept of public relations has evolved and altered throughout the years, yet it has remained true to its core. Some of these changes are due to changes in the economy, while others are due to changes in the attitudes and behaviors of the company's customers. "Anyone who can change public opinion can reform the government in almost the same way."¹ From this, we may conclude that in business, influencing public opinion, both positively and adversely, can influence the condition of an organization or business. Public relation is a dynamic process related to research, not just a science. There are constant additions and exceptions to the theory that results from practice, some of which are tied to progressive changes in the business sector, while others are related to changing customer mood. Public relations has frequently been used in conjunction with other ideas such as marketing, advertising, image-making, branding, and communications in the past. The industry has begun to cover all of the features and services stated above as a result of numerous recent technology developments.

According to Roger Haywood, "public relations is the art of shaping an organization's uniqueness." "This means that the company must distinguish itself in its industry by exhibiting particular traits, and public relations will be the primary means of doing so."² We performed a poll as a social experiment to put the assumptions and theories about whether public relations is a tool for deciding brand recognition, economic status, sustainability, and the fate of a corporation in a crisis to the test, and to support the working hypothesis. A gathering of business owners, start-ups, marketers, education professionals, and top managers attended. There was also a comparison assessment of what the audience and corporate representatives in various segments think about the industry's relationship to business and which technologies can be useful for which era of business. The experiment's results are shown below:

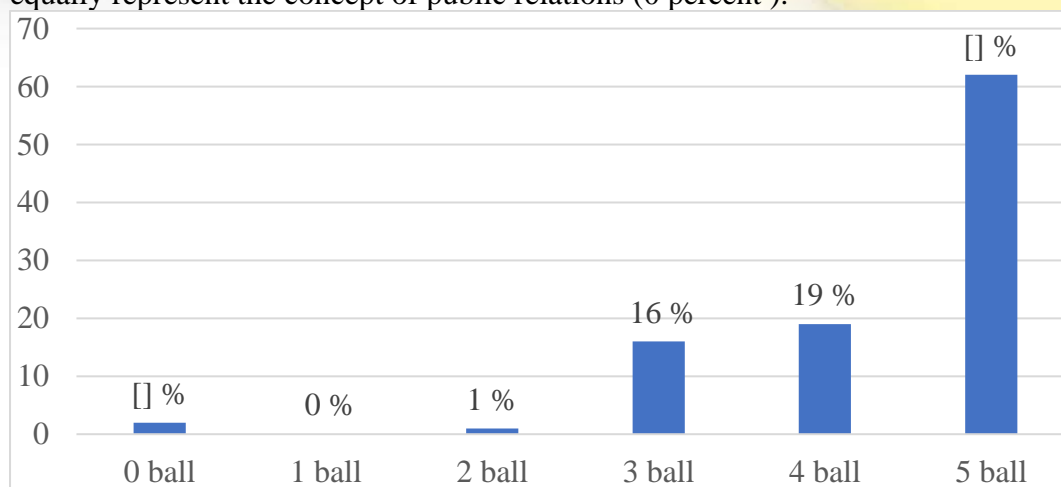
¹ Auram Linkoln

² <https://citaty.su/piar-citaty-i-aforizmy-pro-piar>



This figure depicts survey respondents' perceptions of public relations. As you can see, there is no widespread agreement on the concept of public relations, and it is highly diverse.

According to this diagram, half of the polled professionals (50 percent of the total) answered to the question how do you describe public relations have been chosen variants Communicating with its own industry (26%) and Communicating with People outside of industry as an alternative meaning of Public Relations. On average, 38% of respondents feel that communication occurs through self-promotion and social media marketing. Communication with the audience via Internet communication channels, television, and radio was highlighted as effective description PR, with a 12 percent response rate. It was also determined that PR channels, such as access to public relations through active involvement in print media and events, could not equally represent the concept of public relations (0 percent).

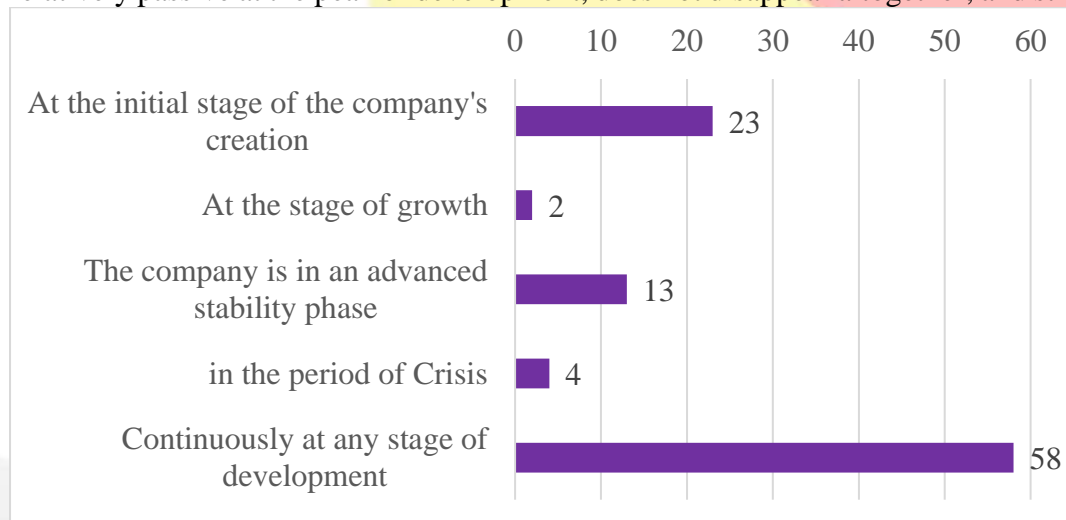


This table displays the respondents' perspectives on the importance of public relations in business. (0 means it doesn't matter, 1 means low level of importance, and 5 means it's highly important).

In the next stage participants were asked to rank PR on a 5-point scale as a tool that has an impact on business efficiency in the following stage. As a consequence, on a 5-point scale, 62 percent of respondents assessed public relations as a tool to impact the economic status of the firm and brand recognition. 19% rated it on a 4-point scale, while 16% rated it on a 3-point scale. Only 1% of those polled rated it on a 2-point scale. When the reason were asked, they said on a 2-point scale that increasing public relations in a company whose internal systematization and corporate relations are lacking would also have a negative impact. 2% of those polled stated that business has nothing to do with public relations. However, research also shows that a high percentage of the public considers PR to be a powerful factor influencing business. For example, General Electric, a well-known company in the United States, began utilizing public relations to advertise the first refrigerator, and they recognized the need of well-organized

public relations if they wanted to retain balance and control in times of crisis.³ As a result, this company has long been regarded as one of the most prosperous.

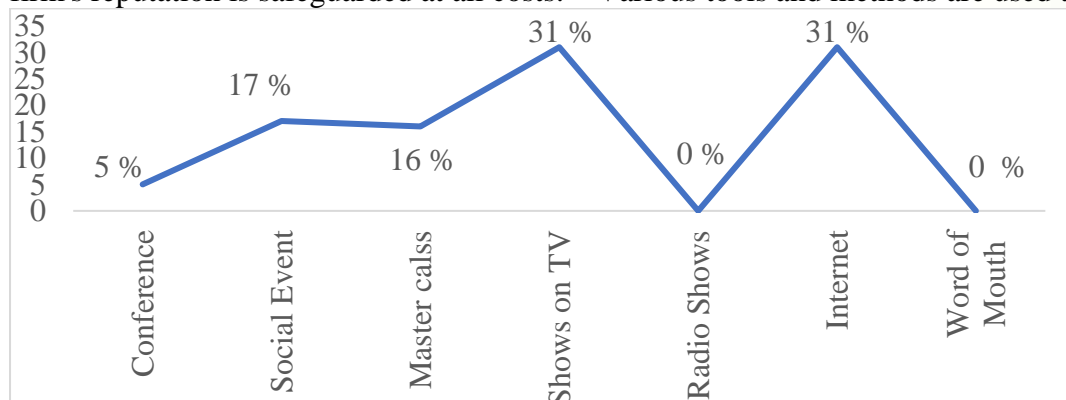
In terms of the relevance of public relations in the business cycle, everyone agrees that it is critical during the creation phase and for the majority of the growth period, and it is governed by the entrepreneur's strategy. Each of the respondents has their own ideas for how to further educate the public on public relations and make it a more comfortable, easy, and helpful way to publicize their business. PR is important as everyone is in the early stages of a business, it is also important in the period of growth, despite the fact that the company is relatively passive at the peak of development, does not disappear altogether, and still o. z confirmed the effect.



Despite varied areas of work, this map demonstrates general consensus on when public relations is more effective.

Following a wide audience's endorsement of PR firms and technologies as a successful instrument in developing the PR business, respondents were asked for their thoughts on the stage at which PR campaigns and technology should be deployed. 58 percent of respondents say that public relations campaigns and marches should be carried out on a continuous basis, at any stage of the company's development. 23 percent of respondents agree that public relations can be a useful technique in the early stages of establishing a firm or business. The use of public relations pays off even when the company is economically and socially secure, according to 13% of respondents, while the remaining 6% believe that public relations is only useful during times of development and crisis.

One of the primary functions of the public relations team is to make the public aware of their company's / product's / brand name. "It is critical to ensure that the business's target audience is aware of the business, trusts the company or brand, has reasonable information about the business or products / services, and that the firm's reputation is safeguarded at all costs."⁴ Various tools and methods are used to put this into practice:



This graph depicts the participants' proposals for educating the Uzbek community about public relations.

³ Beder Sharon "Public Relations and Technology" <http://www.uow.edu.au/arts/sts/sbeder/columns/probe5.html>

⁴ Naidex (2009) "The Importance of Public Relations" http://www.naidex.co.uk/files/the_importance_of_public_relations

The audience discovered that public relations has a beneficial impact on the effectiveness of entrepreneurship, and, of course, how and by what methods and communication channels. Experts believe that the best approach to interact with the public in Uzbekistan is through TV shows (31%), followed by the Internet (31 percent). Social Events and Workshops have also been proved to be effective on average. Conferences have been mentioned as a low-level strategy, with Rad Ova pointing out that marketing, or the verbal sharing of information, is not an effective way of connecting with the public. In practice, we can see that communication between the local population works successfully through Sarafan marketing. As a result, we believe that the respondents' opinions reveal a little different result than in practice.

The environment itself requires that public relations come first. In the context of rapid globalization, it is natural that PR requires the use of modern tools; May be that is the reason why from other similar instruments and technologies, TV programs and shows, the Internet and social events have been proposed as the most effective solutions.

Thousands of thoughts and opinions are shared in milliseconds, and the duty of public relations is to give or find a solution while being prepared for any eventuality. Public relations officers are the visual narrators of your company; they give you a concept of the firm and consistently improve this image in the eyes of the public over time.

The client views the business through the eyes of a public relations specialist and the composition he or she develops, appreciates and enjoys the image generated by the specialist, and wishes to be a consumer of the product or company being portrayed.

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