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Differences and similarities between PR and advertising

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Abstract. PR and advertising are the most lucrative industries in today's fast-growing world. Today, any organization, large, medium and small business owners are constantly using the services of this industry. The reason is that these two directions are the most effective ways to inform the public about the work being done or the product being produced, to inform their target audience. However, the current public, even some people working in this field, are not fully aware of the differences. Most people think that any way of presenting information is advertising, and any advertising is Pr- "both mean the same thing". In fact, it is not. There are many similarities and differences between these directions. In this article, we will discuss them.

Keywords. public relations, advertisement, advertising, financial difference, similarity

I. Introduction.

The period is evolving day by day. Such changes and developments are creating new professions and industries. Advertising and PR also fall into this category. Today, we cannot imagine organizations, businesses, and enterprises without these two areas. "However, most business owners think that these two areas are the same. If I advertise, they don't think I need to use PR".¹ But PR and advertising help to develop the activity, the business from different angles.

Public relations - is a management function of continuous and planned character which contributes to an organization's securing and sustaining the understanding, sympathy and support of entities that this organization is interested in now or may be interested in in the future. This is achieved through studying the target audiences' opinions about the organization in order to align these opinions with organizational goals and activities and also for the purpose of achieving — through planned, wide dissemination of information, better co-operation with an organization's

environment and effective accomplishment of its business objectives"².

Advertising - is a goal-oriented direction of marketing, in which the dissemination of information about the advertised object, attracting maximum attention to it³.

Similarities between advertisement and public relations. Public relations and advertisement are similar in that. They are both aimed at positively raising awareness of a product and thus increasing the demand for a product. Again in both case, the organization have a targeted audience who will benefit from the message by using communication channels to educate and attract the general public.⁴

Creativity goes hand-in-hand with advertising. This is a given. Brainstorming and

¹ The difference between PR and advertising.
<https://publicrelationsydney.com>.

² A. Szymańska, Public Relations, UNIMEX, Wrocław 2004, p. 79.

³ Korolko V.G. Basic public relations. M., "Ref1-book", K.: "Vakler" - 2000. -P. 33 - 34

⁴

<https://www.coursehero.com/file/p2r0dpm/Similarities-between-advertisement-and-public-relations-Public-relations-and/>

creating off-the-wall ideas and unique campaigns is what advertising is all about. (Check out our article on the topic while you're at it.) Would you be surprised if I told you that in PR we use a great deal of creativity too? How else would we be able to continually come up with newsworthy storylines, or think of fun events to get the media excited? We are constantly exercising the creative part of our brain in the PR department to secure coverage for our clients.

Lastly, the most important thing that public relations and advertising have in common is that we are all working towards the same overarching goal: success for our clients. Each department does their part to contribute, and the whole is greater than the sum of the parts. At Zion & Zion, we pride ourselves on our integration between departments and teamwork that achieves meaningful results for our clients, helping them achieve their goals.⁵

One of the similarities between PR and advertising is that both of them are communication technologies of marketing. PR and advertising often combine to achieve a goal because they often have a common goal. But ways to achieve PR and advertising results are different.

The main task of advertising is to bring the product to market, and the scope of PR tasks is much wider. At the planning stage, PR organizations and advertising agencies carry out similar processes related to the creation of basic information for customers. Their subsequent work will be carried out in completely different directions. Advertising uses a direct paid advertising space, and PR professionals communicate with journalists that their information is interesting.⁶

PR is not one of the forms of advertising, and in essence it is a broad type of activity. PR is related to all communications of

the whole organization, while the cost of advertising is more expensive than PR, but is mainly limited by marketing functions, which may include exceptions such as staff recruitment or financial advertising. Until you master this fact well, you will not have a complete picture of PR.

Public relations is neither "free advertising" nor "unpaid advertising activity." There is nothing "free" in PR: this type of activity is time consuming, and time is always money. This money is either the salary of the staff, or the pen of the external consultants. If an article appears in a news column or bulletin, its value cannot be assessed in terms of advertising rates or airtime for the newspaper space, as the editor's column or radio or television programs will be of great importance.

An organization may not use advertising, but any organization uses public relations in one way or another. For example, the fire brigade does not advertise the fire and does not even advertise the services it provides during a fire, while it has often established public relations.

Public relations encompasses everyone and everything, while advertising is limited to explicit sales and purchases, such as sales of goods and services, procurement of materials and components, recruitment of employees, or promotion of published results. PR has to deal with all the communications that take place in the organization, and therefore the direction of activity is much broader than advertising. From time to time PR can use advertising, meanwhile, we reiterate that PR is neither a form nor a part of advertising.

The financial difference between PR and advertising. There is another difference regarding the financing of these two types of activities. There are several ways in which advertising agencies can make money using them, but the most common form for them is an intermediation system, in which agencies charge an intermediary fee commensurate with the area of print media or airtime purchased for their subscribers. A PR consultant can only sell his time and experience, his pen fee is set

⁵ <https://www.zionandzion.com/pr-advertising-differences-similarities/>

⁶ Л. А. Мишина Связи с общественностью. Шпаргалка ,Москва: Окей-книга, 2009. Р.4

in proportion to the services provided. In addition, a large portion of the advertising budget is spent on media and production costs, while in PR, more money is spent on time - either through staff salaries, or through consultants' fees.⁷

From the above, it is clear that there are differences between PR and advertising.

In conclusion, advertisement and public relation are beneficial practices in industries. They ensure product sale by creating awareness about the product and service. Nevertheless, advertisement is more expensive as a marketing tool since it conveys the message to a large group of people compared to a public relation.

I would like to make the following point: Jean-Louis Gaussen said: "Advertising is about telling yourself that you are good, and PR is about telling others that you are good. PR is better".⁸

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