



Department of
Advertising and Public Relations
Presents



APRverse



The Influence of Social Media
on Teenagers

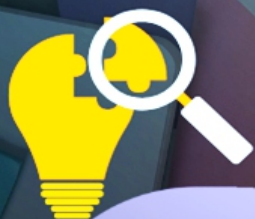


Pole to Pole, in Every Nook and Cranny
"The Omnipresent Public Relations"

Women Portrayal in Advertisements:
History, Present and The effect

Indradhanush Cinebration

फिल्मों के रंग, MCU के संग

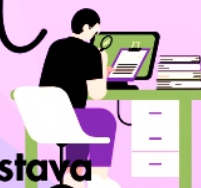


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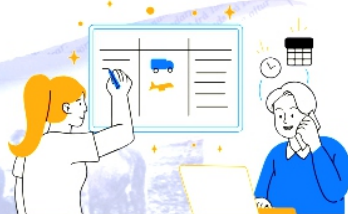
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Message from the Head of Department

Dear Esteemed Readers,

It is with great pleasure that I introduce the first edition of our departmental journal APR Verse. As the Head of the Department of Advertising and Public Relations at Makhnallal Chaturvedi National University of Journalism and Communication, I am immensely proud of the collective efforts put forth by our talented students.

In this issue, you will find a diverse array of articles, essays, and case studies meticulously crafted by our students. These young minds have delved into critical topics, exploring the intersection of communication, ethics, and societal impact. Our students dissect the challenges faced by advertisers in maintaining ethical standards while promoting products and services.

The advent of social media has transformed the landscape of public relations. Our contributors discuss strategies for building authentic relationships with stakeholders in this dynamic environment. Real-world scenarios provide valuable learning experiences. Our students present case studies on successful PR campaigns, crisis management, and community engagement. We had the privilege of interviewing seasoned professionals from the advertising and PR industry. Their insights and advice are invaluable for aspiring communicators.

As we celebrate the dedication and creativity of our students, I extend my heartfelt gratitude to the editorial team, faculty mentors, and all those who contributed to this journal. Their commitment to excellence shines through every page.

APR Verse is not just a compilation of words; it represents the spirit of inquiry, the pursuit of truth, and the desire to make a positive impact. I encourage you to explore its contents and engage in meaningful discussions.

Thank you everyone for your kind support, and may this journal inspire future generations of communicators.

Warm regards,

A handwritten signature in black ink, appearing to read 'Pavitra Shrivastava', with a horizontal line underneath.

(Prof. Pavitra Shrivastava)

Head of Department, Dept. of APR
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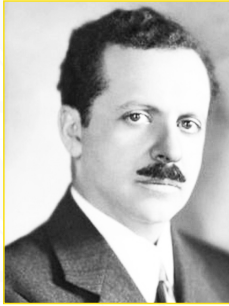
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Founding Fathers of PR

In today's era, Public Relations (PR) has emerged as one of the major arenas in mass communication. It never used to be like this. The credit goes to the academicians, laureates, and pioneers of PR of the 19th and 20th centuries whose contributions have brought PR to the forefront of modern communication. Let us look at some pioneers and their contributions in depth.



The journey of modern PR began with the name of Edward Bernays; in fact, Bernays was the first person to call himself a 'public relations counsellor'. He brought PR into the limelight as a new form of communication and became the 'father of modern PR'.

Edward Bernays was an American PR pioneer whose PR literature includes 'Crystallising Public Opinion' and 'Engineering of Consent'. Apart from practising PR. He was also a theorist and an academician. He was the first person to teach public relations at New York City College. His excellent showcase of his PR skills during the First World War led him to the War Department Committee of the U.S. In his 40 years of full-time practice, he has worked for more than 400 clients. 'LIFE' magazine cited Bernays among the 100 most important Americans of the 20th century.

One of his biggest achievements is the 'Torch of Freedom' campaign. Torch of Freedom has been, till now a classical campaign studied as a case study by PR students. Torch of Freedom is the campaign of the American Tobacco Company in 1929, in which a group of 30 young upper-class debutantes entered the New York City Easter Sunday Parade down Fifth Avenue which was openly lit up.



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Ivy Lee is often considered one of the pioneers of modern public relations. He is best known for his work with major corporations in the early 20th century, emphasizing honesty, openness, and transparency in communication. Lee



believed in providing accurate information to the public and media, which was a departure from the secretive and manipulative practices of the time. One of his most famous campaigns was for the Rockefeller family, during which he issued press releases and facilitated interviews to improve the family's public image following the Ludlow Massacre. Lee's approach laid the groundwork for ethical and strategic public relations practices that are still influential today. One of Lee's most impactful strategies was arranging for John D. Rockefeller Jr. to personally visit the site of the massacre and speak with the miners and their families. This gesture of empathy and accountability humanized the Rockefellers in the eyes of the public and demonstrated their willingness to address the grievances of the workers.

Through Lee's guidance, the Rockefeller family was able to navigate the crisis with integrity and compassion, mitigating the fallout from the Ludlow Massacre and preserving their reputation to some extent. This campaign exemplified Lee's innovative approach to public relations, emphasizing honesty, transparency, and ethical communication in times of crisis.

The Influence of Social Media on Teenagers

In the era of technological growth with digital media taking the lead, Social Media is considered one of the most important inventions. It has started shaping the values, behaviors and perceptions of the society and its people, particularly has had a profound impact on the current teenagers. These teens grew up with internet and social media as a fundamental part of their lives.

Social media platforms such as Facebook, Instagram, Snapchat and TikTok have become an integral part of the daily lives of teenagers. These platforms serve as a primary source of information, a tool for communication and a platform for self-expression and identity formation. As digital natives, they use social media not just to connect with friends, but also to voice their opinions, show their creative side, feel more connected to what is going on in their friend's lives and influence change.

One of the positive impacts of social media on the teenagers is the democratization of information and the fostering of global connections. It has enabled them to access a wealth of information and perspectives, broadening their worldviews. It has also allowed them to connect and collaborate with peers across geographical boundaries, promoting a sense of global citizenship. Pre-internet era, the privilege to meet and interact with people from the other side of the world was only available for a certain few. However, with social media we have people like Maleesha Kharwa, a girl who lived in a makeshift shack in Bandra become a model appearing on covers of Vogue and Cosmopolitan.



However, the pervasive use of social media also

brings several challenges. A significant concern is the impact on mental health, with studies indicating a correlation between heavy social media usage and increased rates of anxiety, depression and loneliness among teenagers. The constant exposure to the highlight reels of others' lives can lead to feelings of inadequacy and the fear of not doing enough.

Furthermore, social media has added a new dimension to peer pressure, with the quest for likes, shares, and followers driving some to curate a polished version of their lives that may not reflect reality. This pressure to maintain an idealized online persona can contribute to stress and self-esteem issues. Another critical issue is the spread of misinformation and the challenge of discerning fact from fiction. Given that current teenagers often rely on social media for news, the spread of 'fake news' can have serious implications on their understanding of the world.

Despite these challenges, it's important to note that social media is a tool, and like any tool, its impact depends on how it's used. Education about responsible social media use, digital literacy, and critical thinking skills are crucial for helping teenagers navigate the digital landscape.

In conclusion, social media has a significant influence on teenagers, shaping their interactions, experiences and perceptions. While it brings opportunities for connection, learning and activism, it also presents challenges to mental health and the discernment of accurate information. Balancing these aspects is the key to leveraging the benefits of social media while mitigating its potential drawbacks.

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Cracking the Code : Decoding the 'Big Bull' Scam from a Marketer's Point of View

The movie "Big Bull" tells a story based on a famous scam by Hemant Shah. It has a lot of useful information for people interested in marketing, advertising, and public relations. As a student studying these subjects, I carefully examined every dialogue, strategy, and detail in the movie to learn important lessons that apply beyond just watching films and are relevant to the world of business.

The mantra echoed by the protagonist, "It's not a fluke. I took advantage of the information, and information can be obtained." This means that having good information is really important. It shows how using data to make decisions is crucial to being successful in business.

The story also shows that success doesn't come from luck, but from using resources wisely. When the character says, "Risk is not small or big; risk is risk," (Risk hai to ishq hai) it means that taking risks in business should always be carefully considered, no matter how big or small they seem.

In the movie, there's a focus on the challenges of distinguishing between Propaganda and the Truth. A part of the story where Rana Sawant Rana (a trade union leaders), the company an ultimatum shows how hard it can be to tell real threats from fake ones, especially in public relations.

Looking further into it, the



movie shows brokers as important for keeping the market honest. It also brings up the issue of insider trading, which makes people think about how stock markets are regulated and if they need to change.

Rana Sawant's demise reminds us that markets change quickly and you need to be strong to handle them. Hemant Shah's story shows how to make the most of



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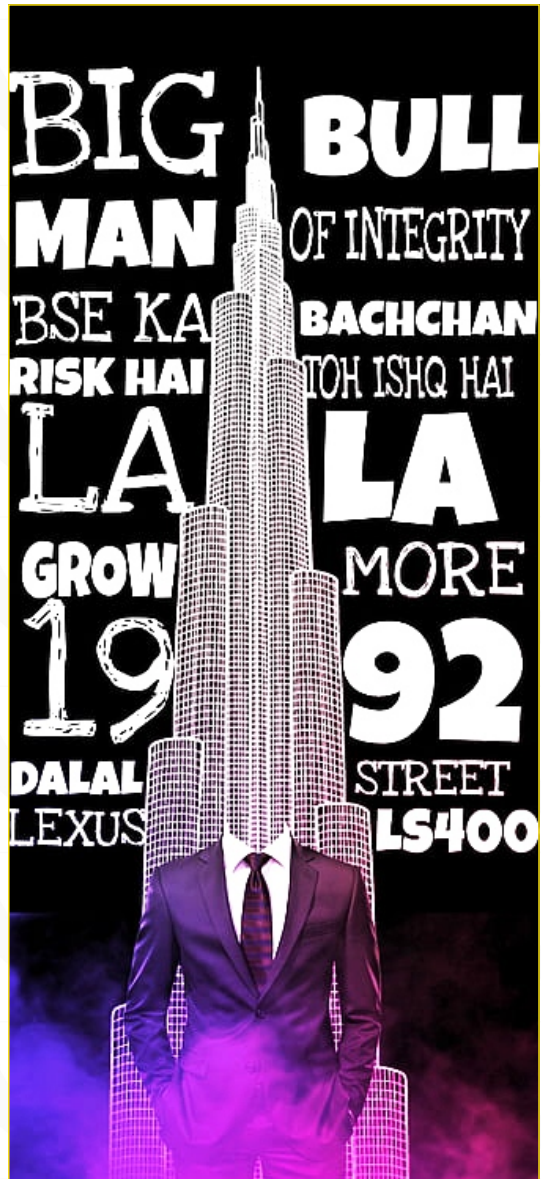
opportunities and change with the times, proving that, "Making money is an art, not a scam."

The story goes beyond just money matters, teaching important lessons about ambition and not giving up. Hemant Shah encourages people to have big dreams, challenging the idea that we should settle for less. He talks about insider trading, which is when people buy or sell stocks using secret information about a company. It's usually illegal and unfair. He also mentions Replacement Cost Theory, which says assets should be valued based on what it would cost to replace or reproduce them, not what they were originally worth. Under this theory, the value of an asset is determined based on the cost of acquiring a similar asset in the current market, considering factors such as technological advancements, changes in prices, and improvements in quality. Lastly, he emphasizes that "Traitors are the worst enemies".

By utilizing the terms, businesses can have a better understanding of the current worth of their assets and make more informed decisions regarding investments, insurance coverage, and valuation of inventory or property.

Additionally, the economic setting in which the story of "Big Bull" takes place makes things more complicated. The film showcases the interplay between market forces, investor sentiment, and regulatory oversight, highlighting the delicate balance required for sustainable economic growth. Hemant Shah's decisions don't just affect money matters but also impact how people spend, how confident investors feel, and how closely the government watches things.

"Big Bull" not only captivates with its thrilling narrative but also provokes contemplation on the symbiotic relationship



between ambition and ethics, opportunity, and responsibility. As a student of marketing, advertisement, and public relations, I find solace in the realization that amidst the chaos of financial markets lies a canvas for creativity, innovation, and ethical entrepreneurship.

Cultural Sensitivity in PR Communication

In contemporary times, organizations and businesses in India are expanding their reach beyond state borders, engaging audiences from diverse cultural backgrounds. India, with its kaleidoscope of vibrant cultures, languages, and traditions, poses a distinctive challenge for Public Relations professionals. Crafting successful campaigns, whether for boosting business or raising awareness, not only relies on crafting compelling messages but also on possessing a profound understanding and respect for cultural nuances. Mishandling this aspect can result in public backlash, potentially tarnishing a brand's reputation. Since culture influences people's behaviors and thought processes, it's essential for PR practitioners to understand and respect cultural sensitivities.

For instance, in 2020, Marks & Spencer faced a PR fiasco after promoting deals on Indian food to mark Chinese New Year, leading to accusations of cultural insensitivity. Understanding the nuances of the target culture is essential for PR professionals to effectively navigate cultural sensitivities. This involves thorough research into cultural norms, values, customs, and communication preferences, and tailoring their messaging to resonate with their target audiences, using the language they understand, while considering the nuances that shape their mindsets, which in return help in getting the desired impact.

There are times when cultural sensitivity gets confined to merely translating content from one language to another, but that falls short in effectively localizing content. For PR campaigns to be successful, it's crucial for messages to align with sensibilities,

beliefs, and customs of the locals. This involves making marketing concepts, imagery, slogans or campaign themes relevant to the local audience. Through localization, PR initiatives demonstrate a commitment to recognizing and respecting cultural disparities, thereby enhancing their effectiveness.

Cultural sensitivity implies refraining from using stereotypes and generalizations that could offend target audiences. For example, imagine a company launching a campaign for its breakfast cereals in South India. Instead of respecting South Indian culture, the ad uses exaggerated accents and mannerism, and stereotypes, poking fun at traditions. This approach could upset people in South India, harming the company's reputation there. All communications must honor the diversity and distinctiveness of each culture, steering clear of clichés and prioritizing inclusivity. PR campaigns which can effectively resonate with a broader audience, helps in fostering positive brand perception and acceptance.

Public Relations is constantly evolving and demands continuous learning, with PR professionals staying informed about cultural shifts and emerging trends, and changes in public opinion. Engaging in meaningful dialogues with the target audience and empathetically grasping their perspectives, and reflecting their values, beliefs and traditions in brand messaging. Consumers are attracted to brands that resonate with their values and establish genuine connections, regardless of whether they aim to inform, persuade, or motivate. It's essential for PR professionals to be sensitive to diverse cultures while developing a campaign to succeed in India's dynamic and diverse market.



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Public Relations in a Globalized Society

Public Relations in a Borderless World: Building Reputation Across the Globe

The rise of the internet and international trade has shrunk the world, creating a global society where information travels faster than ever before. India is no exception in this case. Reform of Liberalisation, Privatisation & Globalisation had integrated India into this global world. This Globalised & interconnected world has transformed the Public relations (PR) industry's functioning

Traditionally PR used to focus on local media relations, is no longer enough. Any event across the event had an effect or can force to change your strategies. PR professionals today must navigate a complex web of cultural sensitivities, diverse audiences, and a 24/7 news cycle.

Here are the challenges that the PR industry faces in a Globalised society

Cultural Nuances: Messages that resonate in one market may fall flat in another. Understanding cultural differences in communication styles, humor, and even colors is essential for effective PR.

Multilingual Communication: Reaching a global audience necessitates multilingual content. PR specialists must ensure their message is translated accurately and culturally appropriate.

Global Media Landscape: The rise of social media has



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created a decentralized media landscape. Fake news & brand/individual trolling also pose a great threat to Reputation. Despite the challenges, Globalisation has also increased the need of PR.

Crisis Management: A negative event anywhere can quickly snowball in the digital age. A well-developed global PR strategy can help organizations manage crises effectively.

Reputation Management: Building a strong global reputation is essential for attracting investors, partners, and customers. PR campaigns can shape positive perceptions across borders.

Advocacy and Social Impact: PR can be a powerful tool for promoting social causes and environmental sustainability on a global scale.

The Future of PR: Glocalization

The future of PR lies in "glocalization" - tailoring global campaigns to resonate with local audiences. PR professionals who can navigate the complexities of a globalized world while understanding the importance of local relevance will be the most successful. By embracing cultural sensitivity, utilizing innovative communication tools, and fostering trust, PR can play a vital role in building bridges and fostering understanding in our interconnected world.

Pole to Pole, in Every Nook and Cranny

"The Omnipresent Public Relations"

"Utterly Butterly Delicious" , Do you recall something?

Of course, Amul! Without even giving a second thought, one can easily recollect our old school days. Amul, the top most popular brand in the Indian dairy industry is regarded as one of the most famous with a long lasting impact among the audience. It has won several awards including the Guinness World Record for longest running Ad campaign in the world.

No one would disagree, the Amul girl has thus become an unforgettable part of Indian pop culture.

"Kuch meetha ho jaye", another remarkable Ad campaign of the country which still holds the monopoly of Chocolate brands. In India- Cadbury, Started in 2008; almost over two decades, Cadbury seems to be the best choice for Indian families to celebrate their joyous moments. Diwali and Rakshabandhan rituals aren't complete without a pack of Cadbury celebrations. The PR campaign spoke to the culture of our country; that way, it gained the popularity, trust and loyalty of the consumers.

Dear Men, it's time to #ShareTheLoad with Ariel! Another most amazing PR campaign which focussed on gendered division of labor, established a connect and engaged every generation. The campaign paved a way to redefine our roles and contributions in the household. Be it the relationship between husband-wife or a parent-child. Undoubtedly, Ariel nailed the emotional connection with this

campaign. It embroidered the family bond and gave it a new perception.

Such a nostalgic ride, right!

India connected with these PR campaigns, so do we. Evidently, PR plays a huge role in our society. The whole sphere of PR has related concepts such as Human Relations and merchandising, most importantly establishing a connection.

Public Relations encompasses various activities such as brand PR campaigns, pseudo-events orchestrated by press agencies, advertisements and religious crusades. PR professionals serve as counsellors or human resources personnel for companies, focusing on earning public goodwill by catering to their desires and interests. PR is pervasive across all sectors, from hospitals to schools, aiming to influence and persuade the public while building long-term confidence, trust, and goodwill. It plays a vital role in maintaining organizational image and facilitating communication with customers, stakeholders and the general public. In today's competitive market, PR has become increasingly important, with astute communication shaping its ecosystem. PR professionals bear the responsibility of maintaining strong corporate reputations, leading to numerous job opportunities in areas such as writing, research, strategic planning, corporate counselling, coaching, and event management. As the PR industry grows, it offers abundant opportunities for dedicated individuals entering the field.



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Influencers on Social Media: A Modest PR Tool

Social media has completely changed the way we communicate, share information, and make judgments concerning which products to buy in the current digital era. One of the biggest shifts brought about by social media is the emergence of influencers, who have become powerful voices with the ability to influence trends, views, and consumer behaviour. These individuals have lots of influence over the people they serve because they have an engaged following that is based on their knowledge, authenticity, or appeal. Influencers are more than endorsers, despite what some people may think; they are an understated yet successful strategy in the field of public relations (PR). With the help of these points influencers became a modest PR tool....

Authenticity and Trust- The success of influencers as public relations tools is dependent upon their authenticity. Influencers' ability to create real relationships with their audience is an essential component in their effectiveness in public relations. Influencers have a special ability to create a personal connection with their audience, in contrast to typical advertising, which may appear scripted and impersonal. Because of their authenticity, brands may see higher engagement and sales as a result of their recommendations.

Targeted Reach- The ability of influencers to connect with a specific demographic is an additional advantage. A lot of influencers specialize in areas like fitness, beauty, fashion, or travel, allowing them to interact with individuals who have similar interests. Through the use of a targeted approach, brands can improve the probability of a positive response by reaching the appropriate individuals with their message.



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Influencers frequently have significant, active followings, which increases the target demographic for their material.

Cost-Effectiveness- For brands, influencer marketing is a affordable public relations strategy. Brands can work more affordably with small influencers, who have smaller but highly engaged audiences, than they can with top-tier influencers. Influencer-generated content can also be reused on many platforms, giving brands more exposure. Building Brand Advocacy- Influencers may help brands to build long-term relationships with their audience, resulting in brand advocacy. An influencer's followers are more likely to think well of a brand and remain with it if they see it promoted positively on a regular basis. As followers tell others about their excellent experiences, this advocacy can go beyond the influencer's connection and improve the reputation of the brand.

Measurable Results- Measuring the impact and effectiveness of traditional PR is one of its drawbacks. Brands using influencer marketing can monitor engagement rates, click-through rates, and conversions to figure out how well their programs are working. Brands are able to optimize their strategy and make well-informed decisions for better results with this data-driven approach.

In one word , influencers are an informal but powerful public relations tool in the social media world. Their authenticity, capability to engage with consumers in an effective manner, affordability, and ability to reach a specific audience make them an invaluable tool for organizations looking to improve their online presence. As social media grows in popularity, influencers are going to grow more and more important for global brand PR campaigns.

Challenges in the ethical PR Practices

In today's world, public relations (PR) plays an important role in shaping public perception and influencing decision-making. But with so many channels of communication at our disposal, ethical considerations in PR have become increasingly crucial. To explore the challenges in ethical PR practices, let's take a closer look.



One of the main challenges in ethical PR practices is balancing the interests of clients and the public. PR professionals need to promote their clients' interests while also providing accurate and transparent information to the public. Achieving this balance requires careful consideration of the potential impacts of messaging and actions on all stakeholders involved.

Transparency is a key element of ethical PR, but it's easier said than done. In a world where misinformation and "spin" are rampant, ensuring that messages are truthful, authentic, and free from manipulation is a constant challenge. Disclosing potential conflicts of interest, acknowledging mistakes, and providing context are essential components of maintaining transparency, but they require a commitment to honesty and accountability.

The ethical implications of data usage in PR campaigns present another significant hurdle. With the abundance of data available from various sources, including social media, PR professionals have unprecedented access

to insights about their target audiences. However, the ethical use of this data raises concerns about privacy, consent, and the potential for manipulation. Striking a balance between leveraging data for effective communication and respecting individuals' rights to privacy and autonomy is a persistent challenge in the field.

Furthermore, the rapidly evolving digital landscape introduces new ethical dilemmas for PR practitioners. Issues such as astroturfing, where organizations create fake grassroots movements to promote their agendas, and the spread of disinformation through social media bots highlight the need for heightened vigilance and ethical awareness.

In conclusion, ethical PR practices are essential for building and maintaining trust in an increasingly interconnected world. By addressing issues such as conflicting client interests, transparency in messaging, and the ethical use of data, PR professionals can uphold the highest standards of ethical conduct and contribute to a more trustworthy and ethical communication ecosystem.



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Women Portrayal in Advertisements: History, Present and The effect

"You can tell the ideals of a nation by its advertisements" –Norman Douglas.

The advertising industry is evolving with each passing day. From the iconic, "Amul doodh peeta hai India" advertisement to the 2013, Tanishq- 'Remarriage' Ad and then to the "Men will be men" advertisement, we are changing, but upgrading? That is a question to be answered by the readers.

The portrayal of women in advertisements has been a highly debated topic throughout history, marked by numerous sexist and offensive ads. However, thanks to the efforts of women's rights activists and social change campaigns, we now see fewer stereotypical and sexist ads. Instead, there is more creativity and thoughtfulness in advertising, although there is still progress to be made.

Advertisements In History - The Negligence That Will Blow Your Mind!

In the 1800s, advertisements mainly appeared in newspapers, showcasing women both as empowered by riding bicycles and as objects for sale, reflecting societal contradictions. The 1900s saw the "Mad Men" era in the US, marked by highly sexist ads aiming to suppress feminism. Advertisements such as- a Van Heusen tie ad suggesting dominance with the phrase "power packed patterns that show her it's a man's world" and a Heinz Tomato Soup ad questioning wives' ability to entertain husbands. However, amidst this, a 1943 ad by J. Howard Miller for Westinghouse Electric boosted women's morale during wartime, contributing to the later global feminist movement in 1980.

Where Do Indian Ads Stand?

In India, print media ads

historically depicted women's roles centered around marriage and homemaking, as seen in a USHA ad urging to "train her to be an ideal housewife." Television advertising began in India in 1976 with Bulova Watches, gaining momentum with the introduction of color TV in 1982. Early TV ads mirrored traditional gender roles, depicting men as successful providers and women as homemakers. Examples include men driving cars in suits while women cooked or served guests. However, the 1970s and 80s saw a shift, with ads like Lalita Ji for Surf Excel emphasizing women's decision-making power in the household and Liril featuring a bikini-clad woman enjoying nature, challenging societal norms and promoting open-mindedness. This trend continues with ads normalizing menstruation and challenging gender stereotypes, such as the iconic Surf Excel ad urging men to "share the load" and the Vim dish washer campaign humorously reminding men to do household chores on International Women's Day with the headline "BLACK VIM FOR MEN."

Conclusion

A study in 'Sex Roles: A Journal of Research' by Kyra Lanis and Katherine Covell found that portraying women as sex objects in advertisements increases acceptance of interpersonal violence and reinforces sex role stereotypes. Conversely, ads depicting women in empowered roles reduce tolerance towards rape-supportive behavior. This highlights the influential role of media in shaping societal attitudes and behaviors, with historical examples showing its potential for mass manipulation during crises.



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Management as an Art and Science

Is Management Science or Art?



Management as an Art and Science

Management is the process of planning, organizing, coordinating, directing, and controlling resources to achieve organizational goals efficiently. It is important for the success and growth of any organization. Some people consider management as a science, some as an art, and some as a profession. This topic has been debated for many years and there are different theories supporting each viewpoint. Example: -Imagine you are the manager of a restaurant. You need to plan the menu, organize the staff schedule, coordinate the kitchen and serving staff, direct them on how to provide excellent customer service, and control the quality of food being served. By effectively managing all these aspects, you ensure that your restaurant operates smoothly, satisfies customers, and achieves its financial goals.



Management as a Science

Management is a process that involves gathering

information and facts about a specific object through systematic observations, studies, and experiments. This process is similar to the scientific method. The fundamental principles of management include analysing factual data and making practical decisions based on it. However, unlike traditional sciences such as chemistry or biology which focus on non-human objects, management deals with subjective human behaviour, making it a complex and debatable discipline. Humans are unpredictable in their actions and responses to similar situations, hence making management more challenging. Despite this, there are similarities between management and science in terms of using systematic methods to gather information for decision-making. For example, the principles of division of work and specialization apply to both fields. Some experts even argue that there are predefined ideal managerial practices for any given situation and that there is always an objective way to determine the best course

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of action in management.

Management and science have similarities in certain key factors.

- Firstly, both have a systematic structure. In science, subjects like Physics and Chemistry have well-defined principles and divisions that help in trying new things. Similarly, management also has a systematic structure with well-defined principles and divisions that can be used as a reference while experimenting with new practices.

- Secondly, both have principles that are universally valid. In science, there are certain principles that apply universally in all situations and applications. Similarly, management also has basic principles that are universally valid and unchanged in different business situations. Lastly, both involve experiments. In science, principles and concepts are derived through rigorous experimentation and trials to support their reasoning and facilitate new inventions. Similarly, management concepts are often established through experimentation to improve business practices.

Example: -Let's say a company wants to improve its customer service. They decide to experiment with different approaches by implementing new training programs for their customer service representatives. They divide the representatives into groups and try different training methods on each group. Through this experimentation, they hope to find the most effective approach to enhance customer satisfaction. This approach of experimenting with different methods to improve a business practice aligns with the scientific approach of conducting experiments to derive new principles or concepts.

Management as an Art

Management is like art because it requires individuals to use their unique skills and creativity to achieve goals in a structured way. Just like an artist creates a masterpiece using their own style and techniques, a manager uses their personality and expertise to find innovative solutions to complex business issues. There is no one-size-fits-all approach to

management, just as there are no set rules or templates for creating art. Managers must rely on their intelligence and experience, taking into account the social and political context, to make the best decisions. Both management and art value individual expression and creative problem-solving. Example:- Imagine a manager who needs to increase sales for their company. Instead of following a predetermined formula or strategy, they decide to take an artistic approach. They analyse the market trends, customer preferences, and competitor strategies, but instead of implementing a generic marketing campaign, they come up with a unique and creative idea. They collaborate with artists to create visually stunning advertisements that capture the attention of potential customers. By thinking outside the box and using their artistic flair, the manager successfully increases sales and brings a fresh perspective to the company's marketing efforts.

Conclusion

Management is a combination of scientific and artistic elements. It is like a science because it is based on knowledge and universal truths. However, it is also like an art because it involves subjective decision-making based on personal style. Effective management requires both scientific knowledge and artistic skills. Example: Imagine a manager in a retail store who needs to increase sales. They use scientific methods, such as analysing sales data and market research, to identify the most effective strategies. Based on this information, they develop a plan to improve store layout, pricing, and product placement. However, the manager also needs to apply their artistic skills to create an appealing and unique shopping experience for customers. They might use their creativity to design attractive displays or create a welcoming atmosphere in the store. By combining scientific knowledge and artistic techniques, the manager can successfully increase sales and create a positive shopping experience for customers.

Corporate Public Relations



In this article we are going to have a closer look at the world of corporate communication, where organizations connect with people both inside and outside their walls. It's all about how companies share their stories, values, and messages with employees, customers, investors, and the community. Join us on this journey to understand how corporate communication shapes how we see and interact with businesses. We'll explore why it matters, the different ways companies communicate, the channels they use, and the cool new trends that are changing the game.

Corporate communication serves several critical purposes within an organization:

In the intricate world of corporate communication, the art of effective messaging holds the key to shaping a company's reputation and brand identity. Picture this: during tumultuous times like product recalls or

scandals, the spotlight shines on the organization's ability to communicate transparently, safeguarding its image and preserving stakeholder trust. But it's not all crisis management - communication channels serve as bridges, not just for information flow, but for nurturing employee engagement, motivation, and alignment with the company's overarching goals.

When it comes to the financial realm, investors are a discerning bunch. Timely and transparent communication isn't just a nicety; it's a necessity to keep their confidence and trust intact. And let's not forget the myriad stakeholders - customers, suppliers, regulatory bodies, and the community at large - all waiting to be engaged effectively. Corporate communication isn't just about words; it's a dance of relationships, strategies, and channels, weaving a tapestry that defines an organization's standing in the world.



Ms. Deepa Singh

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Strategies for Effective Corporate Communication

Crafting a Blueprint: Dive into the world of strategic planning to design a communication strategy that harmonizes with the heartbeat of the organization's goals and values.

Delving into Minds: Embark on a journey of audience analysis to decode the unique needs, preferences, and expectations of diverse stakeholder groups, enabling tailored communication that hits the mark.

Mastering the Art of Words: Unleash your creativity in message development, sculpting clear, captivating narratives that breathe life into the organization's core values, mission, and objectives.

Channelling Communication: Navigate the sea of communication channels with finesse, selecting the perfect vessels - be it face-to-face encounters, emails, social media, press releases, or corporate websites - to deliver messages that resonate with your audience.

Embracing Feedback: Open the doors to feedback mechanisms that serve as a two-way street, inviting insights and addressing concerns voiced by stakeholders, nurturing a culture of transparency and openness.

Empowering Voices: Fuel growth and development through training initiatives that empower employees at every level with enhanced communication skills, amplifying the organization's collective voice.

Channels of Corporate Communication

Corporate communication utilizes various channels to convey messages to internal and external stakeholders, within the organizational realm, communication takes on various forms, each playing a crucial role in connecting, informing, and engaging key players. Internally, channels like intranet portals and team meetings serve as the lifeblood, nurturing collaboration and a shared sense of purpose among employees. Externally, organizations don their storyteller hats, weaving tales through press releases, social media escapades, and captivating advertising campaigns to captivate the world beyond their walls.

When it comes to the financial arena, investor relations become the spotlight, with companies unveiling their financial tales through the pages of annual reports and the melodies of earnings calls, ensuring shareholders are privy to the backstage magic. Crisis strikes? Cue the orchestra of crisis communication, where press conferences and social media updates dance in harmony to ensure timely information and effective crisis management.

And let's not forget the essence of branding - a delicate dance of advertising, public relations, and social media wizardry. Here, companies paint vivid portraits of their brand values, products, and services, captivating the hearts and minds of customers and the wider audience. In this symphony of communication, each note plays a vital role in crafting the narrative that shapes perceptions and builds lasting connections.

Emerging Trends in Corporate Communication

The field of corporate communication continues to evolve, driven by technological advancements and changing stakeholder expectations. In conclusion, the evolving landscape of communication in organizations is marked by a transformative shift towards digital prowess, personalized engagement, and a steadfast commitment to authenticity and transparency. As stakeholders demand more genuine interactions and socially responsible practices, organizations are embracing the power of employee advocacy and integrated communication strategies to amplify their voices and foster meaningful connections. By breaking down silos and harnessing the collective strength of various communication functions, organizations are poised to navigate the complexities of modern communication with agility and purpose, paving the way for a future where communication is not just a tool but a cornerstone of trust and connection.

कविताएं

वो और इंसान

कहीं दूर कोई काटता है लोहा
चिंगारी उठती, है लहू बहता
वो चीखता है, है धूँ धूँ कर चिल्लाता
घर बनता है, वो देख इंसान हंसता
“वो” के लिए खुशियों से है इंसान जहां सजाता
इंसान पसीना बहाता
महल खड़ा कर लौट झोपड़ी में है जाता
दूर कहीं पहिया घूमता
लोहे की बाँहें माटी उठाती
है इंसान ईंटे जमाता
वो आता है अपने वातानुकूलित जहाज़ में
इंसान पसीने में, दम घूँट जीता मारता
इंसान उसे कहो तो “वो”, सूरज से भी तेज़ जलता
काटता लोहा, चीखता-रोता न कहो इंसान अश्रु बहाता
वो आता देखता, मेहनत पर बैठ किसी और की
वो उसे अपना बताता, वाहवाही कमाता
बैठ आदमी की पीठ पर आदमी से बड़ा रोज़ रोज़ कहलाता
वो- इंसान न बन सका, काग़ज़ को गिन गिन अलग वो बन जाता
कुछ भी हो वो इंसान न हो, सब हो जाना चाहता



- सुश्री खुशबू ठाकुर

अपना-अपना तरीका

कोई परेशान है
नौकरी करके,
तो कोई बेरोजगारी के
हड़ताल पर बैठा है।

किसी को फुर्सत नहीं
खाली होने की,
तो कोई व्यस्त होने के
सपने संजोता है।

कोई तंग आ चुका है
अपने महबूब की बातों से,
तो कोई किसी के जवाब के
इंतजार में बैठा है।

किसी को नसीब नहीं होती
दो घड़ी की दाल रोटी,
तो किसी ने बेस्वाद बता कर
इसे डस्टबिन में फेंका है।

इस दुनिया में
सबके पास है,
दुखी होने का
अपना-अपना तरीका।



- सुश्री श्वेता सिन्हा

स्त्री बनाता है इक आईना

एक आइने और एक स्त्री का रिश्ता
दुनिया में सबसे गहरा है
जब एक स्त्री टूटती है तो वो
निहारती है खुद को...
इक आईने में
उस आईने में वो देखती है
अपने बिखरे हुए सपनों को...
और देखती है टुकड़े-टुकड़े हुए अपने आत्मसम्मान को
खुद को यूं बिखरा देखकर
उसके हाथ बढ़ते तो हैं श्रृंगार को
लेकिन...
वो रुक जाती है
बस अपने मन को मसोसकर
वो थके से कंधे और झुकी हुई आंखें...
आंसू भी मानो छोड़ने ही वाले होते हैं
उसकी पलकों का दामन, कि
वो देखती है
फिर से उस आईने की ओर...
इस बार लेकिन वो सिर्फ खुद को नहीं देखती
इस बार वो जोड़ती है
खुद को
वो जोड़ती है
फिर से उन सब टुकड़ों को
जो उससे बिखर गए थे...
लेकिन श्रृंगार से नहीं
वो जोड़ती है
खुद को
अपनी प्रतिभा के बल से मिली हिम्मत से
वो पोंछती है अपने आंसू
अपनी ही आत्मविश्वास से भरी हुई इक निगाह से
वो करती है तैयार खुद के कंधों को
एक बार फिर से

अपने सपनों के बोझ को उठाने के लिए
इस तरह
एक टूटी हुई स्त्री को
एक बलशाली,
प्रभावशाली और
शक्तिशाली
स्त्री बनाता है इक आईना



- सुश्री नानकी

प्रकृति की चेतावनी

प्रकृति को न छोड़ो तुम सुनो मनुष्यों, खेल ये न खेलो तुम
है पृथ्वी धधक रही क्रोध में दहक रही
विनाश अब है छा रहा विपदा भी सर उठा रहा
अब सहन नहीं है हो रही धरती को उसकी ये दशा
क्रोध तुम दिला रहे प्रकृति को सुलगा रहे
भूचाल को तुम सर उठा अपनी तरफ बुला रहे
अति दोहन यूं संसाधनों का कर रहे तुम इस तरह
ना शेष कुछ भी यूं बचेगा थरथरायी जो धरा
अब भी समय है रोक लो पुण्य भी कुछ सींच लो
प्रकृति को सहेज कर धरती को अब बना लो स्वर्ग
आनेवाली पीढ़ियों को दोगे क्या ये सोंच लो
वंचित करोगे उन्हें पृथ्वी से या दोगे उन्हें ये स्वच्छ ग्रह
तो आओ हम ले ये शपथ प्रकृति से ना खिलवाड़ हो
ना प्रकृति का यूं अपमान हो हो स्वच्छता अब चारो ओर
हरियाली रहे अब हर तरफ
जो बोओगे वो पाओगे तो अच्छी फसल ही लो उगा
संरक्षण हो यदि इस धरा का तो होगा हमारा भी भला



- सुश्री प्रतीक्षा कुमारी

Talk with the AD Guru of the Country

In the 2nd edition of APRverse, we had an opportunity to talk with Dr. Jaishree Jethwani the AD guru of the country. In this interview, she shared her journey in the industry, her thoughts about the teaching profession, and many more. She has written 13 books on the subject of advertising, taught more than 20 batches, and has made many interesting ads. Starting from the corporate sector and shifting to teaching she has lived many phases and has studied the industry in depth throughout the decades, here she has shared bits and parts of her journey and has also talked about the emerging trends of the industry.

Ques1. What is marketing according to you?

Ans. Marketing is based on 4P and they are Product, Price, Place, and Promotion. So marketing is not complete without advertising which comes under the promotion part. You take the help of advertising to publicize and market your product. In general, we all are familiar with the mediums of advertising such as newspapers, TVC, or digital media. So the main function of all this is to create a need among people so they buy our product and increase the sales. In general marketing and advertising are somewhat of a way to inspire people to get our product and give them reasons why they should buy it.

Ques2. In today's time, what is the future scope for ADPR students?

Ans. I think there are so many opportunities for students in the future or you can say there is plenty of scope in current times also. If we look insightfully at today's time advertising is worth 1 lack crore industry and on the other hand, PR is about around

30 thousand crores. So when we talk like this we can say that there are hundreds of agencies where you can apply for jobs with great future scope.

Ques3. You have been working and studying the ADPR industry for a long enough time now, what are your favorite ads so far, or have somehow inspired you or made you happy?

Ans. Like any other industry trends keep changing in advertising as well. Around 25 years ago Pepsi used the "Ye dil mange more" which was very interesting, then they also used many other taglines and other ideas to represent the brand. But recently I have seen that they have reintroduced the idea with Bollywood actor Ranveer Singh, so yes it feels good to see that idea reincarnate with a touch of modernity. Apart from that there is a brand Sting which is an energy drink brand. Now there is a similar brand named Charged in the market but their advertisement and tagline "Body charge, mind charge" is very appealing to youth.

Other interesting ads are of Spotify, they are interesting and entertaining plus novelty is there.

Ques04. Over this period of time, what are the changes that you have witnessed in the advertising industry?

Ans. There have been many changes in the industry, but the first big change was during globalization and liberalization in the 1990s as the market was open for the first time in Indian history after independence. We saw that there were many international companies interested in investing Indian media industry this changed the whole



culture at once. It wasn't about just the investment or new establishments but we also started to use international strategies in our markets and started making customized plans and products too.

Then came the digital media, back in the times there were very few people or companies betting upon this medium for advertising. Cut to today's times it is the biggest medium for advertising and promotions, the biggest chunk of your money is invested in this sector because of the reach it provides.

For today we can say AI is the biggest change, the enlarging technology industry is the big hype. Yes, it has its own pros and cons but it is the call of the hour.

Ques05. Ma'am, you have been a professional, a HOD, an



Interviewed by- **Ms. Mokshita Kushwah**, Student, Dept. of Cinema Studies & Translated by- **Ms. Khushboo Thakur**, Student, Dept. of Advertising & Public Relations, Makhnallal Chaturvedi National University of Journalism and Communication, Bhopal (M.P.)



author, and many more things, we would like to have an insight into your journey so far.

Ans. My journey began with corporate, right after graduation I started working in a corporate setup. As having a journalism ADPR degree I got many hands-on skills which eventually helped me. I worked there for about a decade then I joined academics and also did my PhD. I worked as a professor for 2 decades as well, taught around 20-22 batches. As a teacher or professors, we think that teaching is enough, but no we have to become a body of work, a body of knowledge so that our students gain enough knowledge to succeed. Following this throughout my life I have authored 13 books, which have not only been proven helpful to students but young faculty as well.

Report

Indradhanush Cinebration

फिल्मों के रंग, एम सी यू के संग

The debut of Cinebration at Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal, marked a momentous occasion in the institution's history. This inaugural film screening event at the newly established campus showcased the exceptional talents of students, with their films receiving accolades and selections in renowned national and international film festivals. The event was a triumph, highlighting the university's filmmaking community's creativity and promising future.

The event offered students a thrilling platform and priceless chance to present their films to an engaged audience. It was a proud and fulfilling moment for the students, enabling them to demonstrate their creativity, storytelling abilities, and technical proficiency on a grand scale.

The event kicked off with the screening of some amazing films crafted by the talented students of the university. In between screenings, the audience was treated to a delightful array of entertainment, including stand-up comedy, unplugged singing performances, dance showcases, engaging dramas, and captivating solo acts. It was a vibrant blend of cinematic excellence and artistic talent, making the event truly memorable for everyone in attendance.



We are proud to announce that this year our students have submitted 29 films in

Ms. Divyanshi Bundela

Student, Dept. of Cinema Studies, Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal (M.P.)



Chitra Bharti Film Festival 2024 and 13 films got the opportunity to be on the screens in the festival at Panchkula, Haryana. Where 3 films got the awards in different categories.

1. Kaju Katli - The director Aashish Bhatri got the best Director award for Campus professional short film for this film in the festival
2. Bapu ki Gaadi- The director Aashish Bhatri got became 1st runner up for category "Best Children Film" in the festival. This movie currently is streaming on several OTT platforms like Stream, Vu, Hungama soon it will be available on JIO cinema apart from that it has got several awards in different segments.
3. Gaudharma - Utsav Thakur the director of the film has done a fabulous job portraying the grass root level reality of modern India. In the festival the film got nominated in three categories- Best actor,



best director and best film. The film apart from leaving an impeccable imprint on viewers with its storyline and acting won the award for best actor in the fest.

And our 2 films got the opportunity to be on the screens in the CEC-UGC Educational film festival at Devi Ahilyabai University, Indore.

1. Kalakar - Got the opportunity to be on the screens of CEC-UGC Educational Film Festival 2024 at Devi Ahilya Bai University (DAVV), Indore
2. Kitabi Masti- The Whispers of Change
Director: Vijay Bodkhe and Divyanshi Bundela

The documentary portrays a girl from the slums of Bhopal. Driven by her passion for education,

She embarks on a remarkable endeavor by establishing her library within the challenging confines of the slum. Determined to spread awareness about education in her community. She became an

icon of hope and change in her society. The story highlights her dedication and spirit for working towards transforming her community's thinking through the power of knowledge and education.

This got the opportunity to be screened on different platforms in different parts of the country.

1. "CEC-UGC Educational Film Festival 2024"
2. "Khajuraho International Film Festival 2024"
3. "Chandigarh Music and Film Festival 2024"

Trumpet

Director: Aashish Bhatri

The big event included the first showing of the movie "Trumpet," with everyone involved in making the film present. Director Aashish Bathri and the team talked about their time filming and shared some interesting stories from behind the scenes. The audience's response after

watching the film was fantastic; everyone enjoyed it. And also congratulated the whole team of "Trumpet" for their first appearance on the screen of our Ganesh Shankar Vidhyarthi Sabhagar.

The university's filmmakers received recognition on both national and international platforms, with numerous films earning awards and screenings at prestigious film festivals. From accolades for best director and best actor to acknowledgments at educational film festivals, the students' commitment and love for filmmaking were evident.

Films like "Kaju Katli," "Bapu ki Gaadi," and "Gaudharma" were praised for their storytelling and artistic quality, while documentaries such as "Kitabi Masti- The Whispers of Change" demonstrated cinema's ability to inspire social change and empowerment.

The event culminated with the premiere of "Trumpet," a significant moment for the university's filmmaking community. The audience's enthusiastic response and the band Trumpet's memorable performance provided a fitting conclusion to an evening filled with cinematic excellence and artistic brilliance.

Overall, Cinebration showcased the university's filmmaking community's vibrant creativity and promising future, leaving a lasting impression on all attendees. As the event wrapped up, it was clear that the unwavering spirit of storytelling and artistic expression would continue to thrive at Makhanlal Chaturvedi National University of Journalism and Communication, motivating future filmmakers to pursue their aspirations and leave their mark in the film industry.

The event wrapped up with an amazing performance by the band Trumpet, showcasing their musical talent and adding



a delightful touch to the evening.

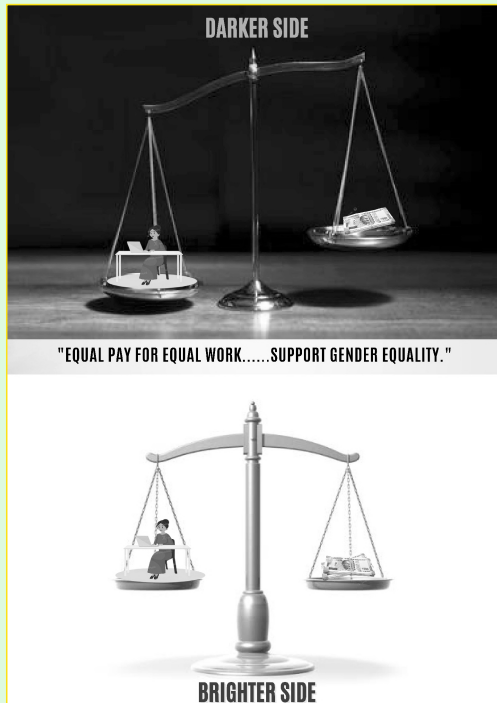
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COOL CREATIVES

Anand Dwivedi



Somya Arya



Supriya Pandey



Nanki





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