



Analysis of Celebrity PR in India **(A case study of PR Strategies of Priyanka Chopra)**

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Abstract:

In recent years, public figures have been looking more and more to Public Relations professionals to present them to the public with style and panache and cover up a thousand misdemeanors. The PR strategist carefully plans positive publicity for the celebrity. PR keep celebrities in the spotlight and get good press twenty-four to seven. Good public relations are necessary for convincing the public to reclaim and consolidate one's position. This is not unique in international scenario but India celebrities are no exception to this rule. Many well-known faces from the Hindi film industry have used public relations tactics in recent years to rise from "much ignored" to "much renowned." Film personalities have occasionally sought the helpful assistance of their public relations staff to generate a positive buzz about them and make the public forget their unethical behavior. Public relations strategy is now referred to as public relations machinery, PR team, promotion, and public relations. This paper tries to analyse the public relations strategies of Priyanka Chopra.

Keywords- Celebrity PR, Media Relations, Promotions, Image.

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