



FAQs

Q1. Discuss the meaning of public relations.

Ans: The modern concept of public relation has emerged from the term publicity. Educational institutions have been concerned with publicity for many years but research has proved that much more publicity is needed to secure public support and understanding. Public relations are a much more broader topic than publicity. Although publicity is its major tool. Public relations is concerned with all the impression that people receive rather than those obtained only through various publicity media. In addition to the information that is transmitted via a radio, television, and newspapers, public relations for physical education involves all the relationships that the various staff members have with students, parents, other teachers, administrators and the general public. It also involves the impression obtained from the secretary intramural, extramural and other tournaments, equipment room manager, store keeper and other personal associated with physical education department. It also includes the visual and audio impressions received from the athletic field, gymnasium, swimming pool and locker and shower rooms.

Q2. State any two definitions of public relations.

Ans: According to Cutlip, Center, and Broom (2000). “ the management function that identifies, establishes, and maintains mutually beneficial relationships between an organization and the various publics on whom its success or failure depends.

According to Stoldt, Pratt and Jackson (2003). “organizational function that fosters the development of positive relationship between the organization and its important public.

Q3. Who is responsible for public relations in the department of physical education and sports?

Ans: Teacher is responsible for public relations in the department of physical education and sports.

Q4. Explain any one of the principle of public relations in physical education and sports.

Ans: Public relations should be a two way process between the community and institutions. It should project the image of the institution to the outside world and to monitor what outsiders think and feel about the institution and its activities. Because of this two ways communication, everyone associated with physical education and sports become sensitive to the positive, genuine and legitimate criticism of the public. Introspection, self appraisal and analysis of the institution can lead to substantial improvement of the department and the institution.

Q5. Why public relations are essential?

Ans: Public relation is essential for reaching out to public.

Q6. What is an effective instrument of publicity?

Ans: Public relations is an effective instrument of publicity.

Q7. What are essential for a good public relations programme?

Ans: Flexibility and adaptability is essential for a good public relations programme.

Q8. Why is adequate funding very essential for public relations in physical education and sports?

Ans: Adequate funds must be ensured to make public relations more viable and vibrant. If funding is inadequate, the success of physical education and sports programme can be jeopardized.

Q9. On which basis, the public relation programme must be based upon?

Ans: The public relation programme must be based upon truth.

Q10. What assist in the promotion of physical education programme?

Ans: Public relations assist in the promotion of physical education programme.