

Elements in Public Relations PR consists of four main elements: o Two-way communication o Mutual understanding o Caring for public opinion o Social responsibility of the organisation to the public

1. However, there are some organisations which do not seem to care about the welfare of the public or stakeholders and as a result they tend to encounter unnecessary problems at some point in time when they step on the public's toes. Understanding the sentiments or interest of the public leads to making effective PR policies which rely on informed public opinion by communicating the right information to the public to establish mutually beneficial relationships between stakeholders, wholesalers, suppliers, and organisations using the two-way communication channel. For instance, in the manufacturing industry, private interest from the employees seek to maximize wage payment while at same time public entities in the form of government, tax agencies, shareholders and consumers tend to solicit for higher taxes and profits and lower prices respectively. Two-way communication Establishing a two-way communication between an organisation and public is one of the pillars of PR. This involves sending messages to specific target groups and receiving feedback and determining the effectiveness of the message. PR seeks to establish suitable two-way communication between the conflicting parties and interests to resolve the conflicts in the best possible way through communication channels. Social Responsibility

.entre 4.2.3