



SOUTH-WEST  
UNIVERSITY  
·NEOFIT RILSKY·

BLAGOEVGRAD, BULGARIA

VOLUME 5  
2007



# SCIENTIFIC Research

ISSN 1312-7535

ELECTRONIC  
ISSUE

# **Changed society – developed PR**

Dimitrina Stefanova

The department “Public Relations” at the Law-History Faculty, SWU “Neophyte Rilsky”, Blagoevgrad

Modern society is extremely dynamic. It has developed itself very quickly in various directions. The meaning of scientific knowledge increases, new technologies enter widely, the intensity of information between its particular parts is extremely high. Modern and post-modern world is globalized. Geographic boundaries have washed away, projects are comprehensive on a large scale, and every single action has different effect that can reach far. The alteration becomes a permanent condition of the society. This influences on numeral professional actions and levies them to be developed in a specific way in order to appear an imperative necessity of the development in macro PR direction.

To this idea for Macro PR, it is reached after a comprehensive survey of the world experience which is necessary in solving the uneasy task to find and suggest more adequate PR strategy to surmount “crisis” caused by informational deficits<sup>1</sup>. Performing such an informational activity is not as unique as it looks on first sight. There are already a number of precedents in which appears a necessity of national and over-national levels for realizing PR in the circumstances of increasing complexity of the relationship between “democracy” - “PR”. This necessity had been satisfied.

In science literature the concept Macro PR does not exist. It is now initiating. It comes with the science convictions to be better understood through it and to be more correctly described and to be introduced a part of the contemporary PR practice. Introducing this concept the number of the correct answers will not increase but it will help to put down the accurate questions focusing scientists and patricians` attention on one typical circle of the problematic situations.

Such situation arises when PR campaigns are held with super widen /sometimes global/ dimensions and high social significance. The big dimension turns out not just a formal sign. It influences upon the approach, the way of carrying them out, the diversifications of their messages and the organizations of their campaign. In PR theory occurs modifications

---

<sup>1</sup> It is typical for the societies that every innovation is accepted skeptically, with a fear of the unknown, of the change, that is why we used the term “crisis” to name this condition.

because a part of the classical PR techniques and procedures have changed. These changes need a name.

**Macro PR** is a PR activity and a set of campaigns which in their own range of assemble of audiences, individual and social significance of the leading messages, used complexes of means for persuading communication and parallel informational consequences leave behind definite boundaries and dimensions.

An example for Macro PR campaigns are those which precede every more essential or more unsteady step in constructing the European Union. Politicians there accept and consider the social attitude. It has and will have a permanent impact on the way of their political career. When it is needed to initiate something new they endeavor to prepare the social attitude. In introducing "Euro" as a general monetary unit, Macro PR continued 3 years and consumed investments from about 70 million dollars. In preparing the acceptance of the European Constitution it happened almost the same thing /in less terms and more restricted investments/. The results of their campaigns are positive, even not as definitely successful as in the first example. Some countries /for example England/ have still escaped the euro and the results of the held referendums with a negative vote for the European Constitution in a number of countries – members put on questions for the future of the Union. Because of that, may be, in 2006 in the European Union was invented "White Paper on a European Communication Policy". In it Macro PR and the contribution to it of the national organizations and institutions take a central place. The final purpose is in the euro-discussion to be involved the mass of the citizens and the euro-integration from a deed of Brussels administration to be turned into an educational engagement for the people of the countries which are members of the Union.

Essentially Macro PR also means every effective and political campaign which is held on the national level. The aspiration to be created and supported a positive image for a political figure, to be attracted a maximum number of voters, to be mobilized the upholders of a political idea or organization in necessity, leads to an approach, techniques and procedures which are peculiar to Macro PR.

The realization and the metrics of the effective PR in such cases are with a very wide range of opportunities and action, and it is necessary a specific method in preparing and realizing national programs with such dimensions. When the social significance gets beyond a definite threshold, the social responsibility becomes higher. It also becomes higher the formal requirements, the number of parallel solving tasks, and the organization and the necessary qualification for applying the appropriate procedures become more complicated.

Macro PR is a necessary part of performing the mutual purpose – to plan, hold and control the social changes.

The main thing for democracy in Europe is the right for getting information and the right to express opinion. Principally Macro PR also performs important public functions, it serves as a forum for a public to exchange attitudes and debates, it creates and/or activates public opinion, it helps citizens for fully realizing their right to be informed. Macro PR is a sort of PR and in its mere quality it repeats a part of its principal characteristics. But at the same time the dimensions cause peculiarities and differences.

The most essential peculiarity of Macro PR is set in its object. Principally PR objects are the definite audiences. The challenge in front of Macro PR, practically, is that the audience becomes the whole society. The concept for identifying a definite audience alters fully. Macro PR realizes simultaneously in different fields and among different audience. In Macro PR through different campaigns, practically, it has to cover the whole society. Exactly in this case, it becomes the object of communication.

All kinds of public relationships are directed for establishing and supporting the good connections between the organization and its audience, but in this case of Macro PR, the organizations are many /practically at least one country/, audiences and circumstances in which they communicate to each other are great numbers which on top of all are not homogeneous.

Audience of the messages is a factor which preliminary needs to provide detailed information. In Macro PR, a mosaic of audiences exists, differentiating it inwardly from different ethnics, racial, religious, geographic, political, professional, social indications and with special interests. It is needed a description, research and influence on super-widen directed groups, heterogeneous in its structure and big in their volume and dimension. As a consequence of that, for one and the same purpose, it has to realize a mosaic of PR strategies and programs.

In the context of the traditional PR approaches, the audiences have examined, analyzed and estimated in two main groups – inward and outward audiences. In Macro PR such a division is hardly possible and frequently impossible because in particular situations, the inward audiences become outward and vice versa. The inward and outward audiences are interacting to each other and they mutually merge into one another so much that their independent estimation loses sense. To be more punctual, in such cases, it would be better to estimate the relationship between the different audiences /direct and opposite/ and the

functional dimension of the influence of the subjects – communicators involved in the Macro PR process.

Audience is every distinguished group of people with which the country has or could have interrelation, not principally but in a definite moment, with a definite purpose, for a definite idea. For harmonizing the process, it creates as individual connections as it is necessary.

On a national level, in Macro PR, the initial separation of the audiences is following: executive power – audience, which involves the representatives of the state and the municipal administration; audience in areas and regions /for example, elected by people, councilors, clerks, managers/; audience of business organizations and associations; audience of non-governmental organizations; media audience; other audiences, professionally concerned; mass audience.

We pay attention on the fact that in a field of communication enters also the widespread audience that have very little, if it has any at all, value in the traditional PR, but in Macro PR it has a great significance.

In order to understand the broad audience in Macro PR, we must have in mind the characteristics of the mass. Mass is an enormous community of people who hardly know each other, they rarely have interactions and it is possible for them not to realize that they share common aims<sup>2</sup>.

The members of the masses are not easy to be manipulated. Masses put up serious resistance to every kind of homogeneous influences as one of the most essential reasons for that is loyalty to smaller groups.

In such an object of the rules for realizing the classical PR campaigns, it strongly alters.

Peculiarities in the messages in Macro PR take an important place. There have to be found the informational messages which are clear, punctual, short, coinciding with the preliminary valuable adjustment and abilities for acquiring from the various and the non-homogeneous auditory.

The universal value, the national cause, the social standard are generally significant. But it does not bring comfort; it brings difficulties in the communicator's action. For

---

<sup>2</sup> Oxley, H., Public relations` principles, Varna. 1993, pg..56

effectively persuading communication, it is necessary to overcome a threshold of communicative competences.

The communicative competence is defined by the ability of the source, to build up correspondence with the expectancies of the direct receiver of the message. /In Macro PR such expectancies are many and different/. In this way the criterion defines the maturity of the system and also stratifies the PR communicators.

There are some advantages in the field of Macro PR messages. First of all, in the common case, the necessity of the advanced information and efforts for leading in the topic in the public space, drop out. There have always had preceding and spontaneously arisen interest in the audience. People know about the problem and they are interested in the mere fact: who is going to lead them after the elections; what monetary signs they are going to dispose and pay with; on what way the society is going on /we mention only these arguments because of the correspondence with the pointed examples for Macro PR in the above paragraph/.

On the other hand, persuading PR appeals are adjusted for the market, and this means that they are adjusted for the condition of the competition. In modern societies, for permanently restricted resources of the social attention, PR producers compete with absolutely equal interests, with equal topics and comparable PR messages. Here one more feature of the Macro PR appears. It does not have such kind of competition. In most cases the society does not receive the exact alternative – informing messages and it does not get any appeal for joining the alternative actions. Of course, they can make conclusions of similar kind by the context of different events and non-specialized pieces of information.

Macro PR aims to give the description and understanding to the objective and social problems which have to be formulated, remade and solved. This Macro PR becomes a part of the procedure, leading it into the democratic social decisions<sup>3</sup>.

On the next place, Macro PR underlines obligatory on the principles of the coordination and integration. From the beginning, those principles are leading to the combined human action. The coordination envelops the interaction between the elements of one and the same organizational level. Integration marks the interaction between the units of the different levels in the organizational structure. In the coordination, the actions of the different units have to be planned simultaneously and in the immediate interdependence.

---

<sup>3</sup> See details in Ronneberger, Franz /Ruhl, Manfred (1992) Theorie der Public Relations, Ein Entwurf. Opladen, Westdeutscher Verlag.

In Macro PR process, it is needed coordination and integration of majority of different institutions and organizations which are committed to fulfillment of Macro PR programs. This makes these principles prior. Keeping them is difficult because of the fact that it usually misses unified, formalized structure which is responsible for the whole Macro PR conduct. For the rule of the European integration, euro-integrational communication and euro-integrational modernization, for example, the competencies are a new type of powerful resource which is controlled by the government. PR activity is, for now, brought in and not typical government activity.

The Macro PR strategy is unusual, too. It is elaborated for the whole society but in the tactics, i.e. in planning definite campaigns, it is obligatory for the audiences to be definite homogeneous groups. This means a parallel performance of the different type micro – campaigns according to audience and the stage of the development of the informational situation. When elaborating Macro PR strategy, it is needed an enormous preparatory work to be done in order to be described, studied and observed all kinds of audience that serve for providing the communicational contact.

PR means searching the mutual agreement between the organizations and social groups - for Macro PR strategy this is a super aim. It frequently occurs for two people to come to a mutual agreement. Two groups have even less chances for full agreement. Then, what are the chances of one national idea to reach a simultaneous way of thinking and feeling for the whole nation, or at least for the large majority of it? But this does not mean that the Macro PR strategic purpose is unachievable.

In the strategy and tactics there are limited purposes which are achievable enough, although the farther the purpose is the more stimulus, efforts, energy and intellectual sensitivity are involved to become achievable.

It is true that it could not be given a recipe for realization of the irreproachable Macro PR strategy, even less for its effectiveness because of the much variability in the equation, but keeping definite rules and steps increases the opportunity for success.

The next special feature of Macro PR is connected with the communicational channel. Here, the means for mass communication and the full work with them attain very big significance. The level for focusing on the object's attention depends on and is defined of the subject's interests, purposes and intentions for communications. Since then, in one definite moment of the development of the communication process, the object of communication /in this case of Macro PR – the whole society/ becomes an active participant in building and

using of the communicational channels, the net of such channels has to be wide enough and to have high capacity.

Finally, the globalization has an enormous influence on Macro PR. In global environment, the communication is more difficult and more complicated, and the processes of the social development depend on their effectiveness. Globalization is a process which sharply accelerates the dynamic and the complexity of all the processes; it makes the social systems very unstable, and the more dynamic and unstable the system is, the more non-linear and correspond multi-directed it can react on different influences.

Here, we can add even more special features of Macro PR with less principle meaning. Such, for example, are the sharp increase of the necessary resources /financial, organizational and personnel/, the degree of certainty and uncertainty of the success of the campaign /Macro PR will always have any results – the problem is whether they are satisfactory or not/, the principle necessity of non-standard way of action and so on. Otherwise, in other cases, it is about a great number of essential features which lay a new name and a new conceptual way of thinking.

From a definite point of view, Macro PR is a social technology. Through its various instruments, it can harmonize the ideas in the society. And for the modernity needs, particularly for the rationality, this productive workshop of ideas, directed to the future can reform their transfer in calculative cultural production and hyper-production.