

First lesson : introduction of information and communication

Title :Information Versus communication in public relation

In today's highly connected and digital world, Public Relations (PR) is crucial in building and maintaining an organisation's image and reputation.

However, to be successful in this discipline, it is essential to understand the distinction between **information and communication**.

The two terms are closely related but imply different approaches and objectives.

In this article, we will explore **the difference between information and communication** in the context of Public Relations and how both can be used strategically to achieve specific goals.

What we mean by Information in PR

Information in Public Relations refers to data, facts or news that an organisation wishes to disseminate or share with its audience.

This information can be both internal and external and generally has an informative or educational purpose. Here are some key characteristics of information in PR:

- **Objective transmission:** Information tends to be objective and based on facts. It is presented unbiasedly and accurately to provide concrete data to the audience.
- **Distribution channel:** Information is distributed through various channels, such as press releases, annual reports, corporate websites and social media. The main objective is to inform and make relevant data known.
- **Passive reaction:** The audience usually has a passive role in receiving information. The organisation controls the flow of data, and the audience decides whether to consume it or not.
- **Example:** A company may provide information about its financial achievements, performance data, or changes in organizational structure through press releases.

What is communication in Public Relations?

Communication in Public Relations is a broader and strategic process that involves active interaction between the organization and its audience.

Unlike information, communication focuses on relationship building, engagement, and perception management.

Here are some key features of communication in PR:

- **Active dialogue:** Communication fosters an active dialogue between the organization and its audience. It involves listening, understanding and responding to the needs and concerns of stakeholders.

- **Reputation management:** Communication is used to shape and maintain the reputation of the organization. This involves proactive strategies to build a positive image and manage crises effectively.
- **Strategic approach:** Communication in PR is strategic and based on a deep understanding of the audience. Tools such as market research and data analysis are used to make informed decisions.

Example: A company can use communication to involve its audience in a corporate social responsibility campaign, interacting with the community and demonstrating its commitment to social causes.

Difference between information and communication

Aspect	Information	Communication
Definition	Processed data or acquired knowledge that has meaning or context.	Process of exchanging information between a sender and a receiver.
Nature	Static. It refers to specific facts, data or knowledge.	Dynamic. It involves interaction and a process of mutual understanding.
Components	Data, facts, knowledge.	Sender, message, channel, receiver, code and context.
Aim	Provide knowledge or data on a specific topic.	Establish a connection, influence, persuade or inform another person or group.
Interaction	Unidirectional. It does not always require feedback.	Bidirectional. It involves feedback and response.
Context	It can be presented without a specific context of interaction.	It always occurs in a specific context of interaction between the parties involved.
Half	It can be presented in books, reports, graphics, etc.	It can be verbal, non-verbal, written, visual, etc.
Impact	It may not generate a change in the recipient's behaviour or perception.	It seeks to generate an impact, whether it is a change in behaviour, attitude or perception.

In summary, while information in Public Relations focuses on the transmission of objective data, communication in PR involves a more strategic and relational approach.

Both are important in managing the image and reputation of an organization, and their appropriate application depends on the specific objectives to be achieved.

By understanding the difference between information and communication, Public Relations professionals can design effective strategies that strengthen the connection between the organization and its audience, which in turn contributes to the company's long-term success.¹

¹ <https://shorturl.at/T1cqQ>

