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### Global Impact of New Media in Public Relations: A Review

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#### Abstract

The present study examines new media platforms and public relations from different journals related to Public Relations and articles from Google Scholar. The initial sample consisted of 23 articles, of which 15 met the criteria and were analyzed. The study's findings show that the current research is in the exploratory phase with both quantitative and qualitative studies which explores the dominance of the use of technology by practitioners. The study suggests that public relations practitioners use technology to sustain a positive relationship with their audience. Furthermore, this review paper compiles major findings from previous research to improve overall awareness of current and future problems that new media particularly social media pose to public relations. It's not clear if present theoretical frameworks can effectively incorporate the new media, and data proposes that many public relations professionals are grappling with the influence of new media, specifically, the Internet at their workplaces.

**Keywords:** Public Relations, New Media, Internet

#### Authors:

**Ali Bhadur:** (Corresponding Author)

Lecturer, Department of Media & Communication Studies, Government College University, Lahore, Punjab, Pakistan.

(Email: [alibhadur@gcu.edu.pk](mailto:alibhadur@gcu.edu.pk))

**Yumna Anis:** Digital Content Creator, Graduate of Media & Communication Studies Department, National University of Modern Language Islamabad, Pakistan.

**Warda Maryam:** Lecturer, Department of Media & Communication Studies, Government College University Lahore, Punjab, Pakistan.

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### Title

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### Authors:

**Ali Bhadur:** (Corresponding Author)

Lecturer, Department of Media & Communication Studies,  
Government College University,  
Lahore, Punjab, Pakistan.

(Email: [alibhadur@gcu.edu.pk](mailto:alibhadur@gcu.edu.pk))

**Yumna Anis:** Digital Content Creator, Graduate of Media & Communication Studies Department, National University of Modern Language Islamabad, Pakistan.

**Warda Maryam:** Lecturer, Department of Media & Communication Studies,  
Government College University  
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### Abstract

The present study examines new media platforms and public relations from different journals related to Public Relations and articles from Google Scholar. The initial sample consisted of 23 articles, of which 15 met the criteria and were analyzed. The study's findings show that the current research is in the exploratory phase with both quantitative and qualitative studies which explores the dominance of the use of technology by practitioners. The study suggests that public relations practitioners use technology to sustain a positive relationship with their audience. Furthermore, this review paper compiles major findings from previous research to improve overall awareness of current and future problems that new media particularly social media pose to public relations. It's not clear if present theoretical frameworks can effectively incorporate the new media, and data proposes that many public relations professionals are grappling with the influence of new media, specifically, the Internet at their workplaces.

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### Introduction

Public relations are defined as the strategic communication between organizations and their audience (Petrovici, [2014](#)). The profession of public

relations is relatively new as compared to other professions, it explains how communication is used to persuade the audience and to maintain and create a positive reputation for an organization or an individual.



## Historical Perspective of Public Relations

The origins of public relations may be traced back to Ancient Greece, where renowned philosophers such as Aristotle and Plato wrote about the art of persuasive communication to assist public speakers in their ability to influence the masses. The British abolitionist movement in the late 17th Century utilized books, pamphlets, and talks to shape public opinion and advocate for the global eradication of the slave trade (Khosro et al., [2024](#)).

This is the place where the groundwork of public relations lies and it was considered as the initial stage of the mass communication field at the turn of the 20th century that encouraged the outline of the industry of Public Relations which we see today.

Ivy Lee who considered to be the founder of modern public relations. Just like most modern public relations, Lee started his profession as a journalist, who was detailing for a few papers in New York including the New York American, the New York Times, and New York World. It is believed that the business of public relations was birth when Lee gave advice to John D. Rockefeller Jr. who was an American industrialist and what's more, his organization Standard Oil in 1903. The Rockefeller family was facing a crisis situation that their public image was poor following their response to a progression of strikes in their coal mines at that time Lee urged Rockefeller to visit these mines and cooperate with the diggers which eventually helped them to gain their image and ultimately resulted into a positive reputation of Standard Oil.

Lee is considered to be behind the first-ever Press release also, it was just after the significant rail crash in Atlantic City in 1906. Right after the incident, the company that owns the railway believed that Only Lee could help them to gain a positive image thus they appointed him to deal with that Crisis situation. Lee invited the press to the incident site to gather the relevant information themselves. This ultimately helped in the positive image of the Pennsylvania Railroad which is why it is said that Lee played a significant role in developing the first-ever Press release (Zoya Siddiqui, [2014](#))

## Founder of Modern Public Relations: Edward Louis Bernays

Edward was Austrian-American and he was known to be a father of Public relations he was the first one to be called as a counselor of public relations. Edward was considered to be on the list of the 100 most Influential people in America. Edward is basically considered a Founder of modern public relations which is prevailing nowadays.

The first public relations department was established by Edward Bernays in 1923 in New York. Edward gave his services as a Public Relations Consultant to many famous companies like Procter & Gamble, American Tobacco Company, and many more ([Bernays, n.d](#))

## Technology and Public Relations

Technology has revolutionized our lives by facilitating us with multiple choices of devices and tools which has made our lives easier and faster. It is through technology that now we can connect with our loved ones through instant communication via different social media applications. It is due to the advancement in Technology that communication nowadays has become very quick and convenient. There was a time when we had to use letters, faxes, or even a telephone with a wire to get connected with people but now our communication is at our fingers tips we can easily get connected with our friends or family via social media, through text or we can even do a video call or email them so that's how technology has helped the communication sector ([Aginginplace, 2021](#)). Public relations are ingrained in practically everything we do nowadays. In some ways, the employment of advanced technology (social media, the global news circuit, etc.) is a form of public relations (Broom & Sha, 2013).

## Digital Technology

Digital technology refers to all the electronic gadgets, schemes, and tools that basically create, stock, and are used in the processing of data. Examples of digital technologies include multimedia, social media, and mobile phone technologies (Imran et al., [2023](#)). Digital technology has actually changed the perception of the terminology i.e. Media. The media company is no

more the news outlets now it's more of any platform that helps you gather and transmit information worldwide including social media platforms like Twitter, Instagram, YouTube, and Facebook (Aginginplace, [2021](#)).

### **Relationship between Technology & Media.**

Technology has greatly impacted the public relations industry, especially the practices of Public Relations experts, and this change is considered to be for the betterment of this sector.

Years ago, fax machines were used by Pro to transmit press releases and media pitches but now just because of the convergence of technology different PR practitioners use email or even social media to send press releases and media pitches.

PR specialist named Marta Ostrowska at Mako Lab. Concluded that *"I cannot imagine working and connecting with different journalists and influencers without using social media which actually makes my work easier and quicker"*.

Visuals have been considered an important part of a public relations Tool kit and taking up a photo making that whole plan and delivering it to the journalist was considered to be a proper task back in time but now it is due to technology that public relations experts can use the feature of live streaming and 360 videos in order to plan an appropriate response to augmented realities and crisis situation so now except for photographs, videos are considered to be an important part of PR tool kit.

When any public relations practitioner designs any campaign or strategy for an organization or even for any individual the element of evaluation or measurement matters a lot as it helps you to evaluate the success rate so now with the new technologies, these PR experts talk about website traffic or SEO Rankings. Similarly, back in time PR practitioners used printed media directories in order to make their media lists but now that part of the research has become quite easy with Google and then they also have a media database from where they get their desired information of any journalist. It was also in the old days when Public practitioners had hours to plan their response to a crisis situation but now due to social media these experts need to respond to the crisis situation in

real time and for that, they get help via social media monitoring or listening tool.

### **Public Relations in Pakistan**

The field of public relations has broadened over time, especially over the most recent couple of many years. Nonetheless, it is important to take note that this type of communication is widely used in countries where technologies and strategies are together to deliver though the situation of South Asian countries is considered to be quite different Public Relations professionals are still attempting to secure a sensible status in nations like India, Bangladesh, Nepal and Pakistan (Sriramesh, [1992](#); Xu & Huang [2016](#)).

Pakistan is considered to be one of the prominent countries of the continent Asia but still very little research has been done on Public relations in Pakistan. The role of the public relations department in Pakistan's local or government organization is considered mainly as a medium to maintain press relations but international or multinational stakeholders try to use this in a way

that is found in the West (Zehra, [2016](#)).

### **Literature Review**

According to Buratowski ([2013](#)), 86% of marketers report using social media platforms for marketing and advertising, which has contributed to the growth of their companies. Businesses have the option to promote their brand and gain visibility through advertising on social media platforms, without relying on external funding or large expenditures. This is made possible by the accessibility and cost-effectiveness of social media. Practitioners need to establish and nurture a positive connection with their online presence, which involves keeping clients well-informed about new products and promotions (Buratowski, [2013](#)).

According to the researcher, Pavlik, J. V. ([2007](#)) New technology, from Twitter to mash-up media, has major consequences for public relations. The Internet and the World Wide Web have changed how people access information, whether via blogs, podcasts, or YouTube videos. The traditional position of media gatekeepers is undergoing significant change. Furthermore, a broad range of

other innovations has become common instruments that help continue to affect activities related to public relations and its policies, ranging from satellite services to mobile phones to video releases related to news (Mohammad et al., [2024](#)).

In his research, he also considered what type of research informs us about various new technologies and their impact on public relations. The technologies under discussion are digital technologies, computer-based advances, and networked-enabled services, such as wired and wireless technologies that help connect people all over the world via the Internet and the World Wide Web (WWW).

Since the 1990s, the Internet has become a commonplace tool for journalists, integrated into the daily work routines of both reporters and editors. Cooperative websites have grown prevalent among journalists as a means of acquiring data. According to magazine writers, corporate websites are considered the primary choice for obtaining detailed information in situations where live sources of news are unavailable or inaccessible (Imran, Zaidi, & Rehan, [2024](#)). The 2006 survey conducted by Euro RSCG Magnet and Columbia Media University, in collaboration with Steve Ross, provides valuable insights into how public relations strategies have changed with the rise of the internet and worldwide networks. The study reveals that journalists also anticipate a promising future for weblogs in the next year, as they serve as effective platforms for disseminating corporate information and acting as watchdogs. Based on the study, 68% of participants hold the belief that blogging will evolve into a more prominent platform for major corporations aiming to educate people. In contrast, 56% feel that blogging will continue to serve as an independent and unconventional means of disseminating knowledge. Video news releases, often known as VNRs, emerged in the 1980s as a video adaptation of traditional news or press releases. The VNR, or Video News Release, has evolved into a highly advanced digital tool for public relations and has become a common feature in television news, particularly at the local level. (Rehan, et al., [2024](#)). Journalists will usually access or import VNRs online before choosing whether to use them since audiences have greater access to the internet and people are more knowledgeable about

different media types so public relations has to adapt to them. Audiences operate their own blogs, websites, or podcasts so public relations practitioners monetize those internet channels alongside existing media networks. These platforms can be used efficiently for accounting various public Relations campaigns. Online public opinion polls are also measured to be a common practice in the field of public relations (Pavlik, J. V, [2007](#)).

Swallow (2010) argues that social media is an efficient method that upper organizations' public relations professionals employ in publicity themselves and interacting with the audience that they intend to target; developing a major relationship with the audience to become and stay loyal to the brand."

Another researcher, Alexander, D. ([2004](#)) explained the new challenges for educators considering the change in public relations curriculum it is explained in this research that Public relations professionals in the future need to learn a new set of specialized skills, including the following understand the administration of the database and how to build a structure that collects and stores information about all stakeholders (Ahmad et al., [2024](#)). This knowledge will need to be cross-referred to demographic and psychographic data so that the organization has a better view of its audiences or customers and may thus be more attentive to their needs. Creating websites that are innovative and interactive and that promote participation, including invitations to submit information or to participate in an online survey. It was further added that PR practitioners must know that software that handles online connections, such as being able to monitor how many e-mail contacts have been received; how many e-mails have been opened, and how many have used some of the embedded links to other information contained in the e-mail. It was also suggested that the PR expert must know how to conduct Online research to have a better understanding of the attitudes of Key publics and they must have the expertise to carry out the online interviews and surveys of focus groups. It was concluded that it's very important to maintain that online relationship between the organization and its stakeholders so they don't need to depend upon

other media sources for any type of assistance (Alexander, [2004](#)).

With the advancement of technology, one cannot forget about the use of social media. According to Burns, K. S. ([2008](#), May) Public relations professionals use social media platforms to advance and sustain a network of relationships with their audiences. Blogging forums, wikis platforms, podcast portals, social networking websites, RSS feeds, and video-sharing platforms provide unique resources for public relations professionals. The definition of social media is also used interchangeably with Web 2.0, in particular for Internet-based services of the second generation.

In his study, he further explained different models of public relations and according to him, right before social media, business was dominated by their brand image and message until the advent of social media tools. Consumer awareness required market research and pilot testing for new products and services. Considering the old model of public relations, the industries were more dependent upon one-way communication where there was control of information and control of the flow of information as well but now things have changed. Now, employees have more control and more concentrated communication strategies to understand how workers can blog or talk about the business online and now different businesses are having their corporate blogs. Finally, different companies have that insight that social media helps them to figure out the latest trends, and competitive knowledge and it also helps them to understand different word of mouth. The new model's other feature is a change from tight control of a message to conversation. In the modern world, public relations be viewed as a management discipline in order to close the gap between the organization and its stakeholders. Finally, the public relations industry must abandon the idea that the organization is the best source of knowledge and accept cooperation with the world or the learning process outside of the corporation (Burns, [2008](#)).

Another Researcher, Macnamara, J. ([2010](#)) explained the use of social media by Australian Public Relations Practitioners and concluded that all of the practitioners confirmed they were using

social networks in their organizations and most have said they were using blogs at least once per month. In addition, about half recorded using microblogging, video uploading, and photo sharing sites as well and it was found out that LinkedIn, Facebook, and YouTube were considered to be the most famous ones among other websites it was also revealed a few practitioners that they tend to spend 20 or more than 20 hours on social media in a week in order to do their work and the rest of the majority from surveys and interview claimed to spend 10 or more than 10 hours on social media in a week for their work.

Most of the professionals argued that they use social media primarily for inbound input from clients, with a small percentage only, claiming to use these platforms primarily for information distribution to stakeholders in their organization or consultant. In reality, more Practitioners have claimed to use social media for analysis and 'listening'.

"Transparency," "disclosure," "honesty," "ethics," and "measurement" were all listed as important criteria for using social media (Macnamara, J, [2010](#)).

According to the researchers, Wright, D. K., & Hinson, M. D. ([2009](#)), "Digital public relations (PR) need an appreciation of how the important constituents collect and share information and then influence it at crucial moments and it was stated by Edelman and Intelliseek (2005), blogs are quite easy to publish and there you can put anything without any filter. For the public relations sector, it was found that approximately 50,000 blogs are news-related. Furthermore, it was also explained how social media websites are being used in public relations practices. Respondents from that study acknowledged that social media has changed the way they used to communicate, but this type of effect is certainly more pronounced in terms of external public relations than in terms of internal contact. Results further reveal that blogs and social media have improved the art of public relations. It was also believed that social media actually enhanced public relations practice. It was also stated that social media and different blogs promoted instant communications which ultimately made the different organizations to give their respond quickly to the criticism. Social media



is considered to be a low cost for different organizations to develop partnerships with different strategic publics. In addition, considering the element of Trust, 80 percent of respondents believe that those receiving content from mass media want these news sources to be truthful, to say the truth, and to push for a transparent and ethical society. However, there is just a 41% consensus when the same question is posed about blogs and other social media since research is important in public relations, and according to different PR practitioners measurements and research are the most important thing. Results in the study reveal that only a small percentage of organizations are currently performing social media measurements that is 39% of the respondents, organizations who measure how their external audience communicates about their organization on different blogs or on other social media (Wright & Hinson, [2009](#)).

Macnamara, J. ([2010](#)) conducted a study on PR evolution and explained the research in the framework of the web's version 2.0 and web 3.0 variant in the contexts of the public domain, reporting and advertisement, as well as public relations, to describe the aspects in which public engagement is evolving and the possibilities and challenges associated with this emerging media climate. It is considered to be important for PR professionals to adopt and persuade their administration to receive the way of thinking, qualities, standards, and culture of Web 2.0 and its future emphases. PR specialists need to grow new abilities, for example, how to enter discussions online to address their associations, right incorrect data, and respond against criticism. This requires better approaches to talking and better approaches to tuning in. They need to figure out how to compose once more in another style that is altogether different from news releases, handouts, yearly reports, discourses, and news coverage.

Public Relations experts must also re-learn public relations, as conventional media directories no longer have the required connections, and blogs and other social media writers seldom accept press releases and seldom attend interviews or press conferences. Public Relations experts can also take the lead in defining and developing standards protocols for Web 3.0, using citizen's data in an unethical manner for marketing purposes likely to

cause serious privacy problems, as well as mass protests, court threats, enforcement, and damage to the reputation for those involved (Macnamara, [2010](#)).

Public relations in an online environment is a new and different way of promoting the services and the products of an Organization in a virtual environment in the age of web 2.0, Public relations has turned out to be and evolved as PR 2.0 which ultimately brings a new dimension of Public Relations (Petrovici, [2014](#)).

Today, online public relations have become much more than a need, representing a networking opportunity. In the era of the Internet, "investors will interact with each other with an organization in a very public manner. In most situations, the Public Relations Department would be responsible for coping with these unintended communications. As the strength of stakeholders rises, PR practitioners will need to build techniques to counter the rising influence of the multiple stakeholders on the Web."

According to Petrovici ([2014](#)), "E-Public Relations is basically an online public relations. The e in the E-PR refers to the electronic channel of the internet and P refers to the public while R is for the relations. Building good relations between your business domain and its public is the way to progress on the web"

The online identity of a company is managed and consolidated by E-PR. public relations have developed into "PR 2.0" to the diverse target groups, dialogic communication, and emerging technology, for example, the internet. In this new age of public relations, the monologue has changed into Dialogue because PR 2.0 is considered to be more about changing from pitching something for sale to telling a story about something (Petrovici, [2014](#)).

Another researcher, Smudde ([2005](#)) conducted a study about how PR practitioners can use Blogs in an ethical way for public relations. With the advent of technology, the concept of the blogosphere is also prevailing which is basically a collection of approximately 9 million Blogs present in cyberspace. Blogs from a Public relations perspective can be considered a blessing till they say good things regarding the organization so basically, management of the perceptions and

outcomes from these sources is considered to be a huge challenge.

The selection and use of words and symbols matter a lot when it comes to the ethical part of public relations and blogging is considered to be one of the choices. The communication between the internal and external stakeholders must be in accordance with the different principles of ethics there should be two-way communication that offers give and take and mutual respect so it is important for organizations to maintain two-way communication in blogging between their selves and their stakeholders through that it enhances the credibility and trust of the organization. The blogs for public relations are known as corporate blogs and their content shouldn't be biased. A code of ethics is very important and for public relations work and behavior formal guides are also mentioned. A valuable statement on the PRSA code of ethics covers broadly the main matters that are at the core of ethical communication: advocacy, honesty, expertise, loyalty, independence, and fairness (Smudde, [2005](#)).

Since social media is considered to play a vital role when it comes to two-way communication and for the researcher, Robson & Sutherland ([2012](#), November) conducted a study to address the pace of acceptance, the usage of social media networks, the style of contact and governance, and highlights the gaps among practitioner (and organizational) practice, keenness and reaction to social media. Research shows that the rate at which social media are used by public relations professionals is the highest in the United States. Blogs, social networks, and micro-blogging are the most common social media websites among public relations practitioners. In the United States, Gillin (2008) and DiStaso and Bortree (2012) found writing blogs to be the most widely used social media site by practitioners. Social networks such as Facebook have also been identified as the medium most used by public relations professionals.

Research on social media governance has shown that academics widely believe that the governance of social media consists of rules, monitoring, measurement, and training. Governance is getting more popular in literature due to the nature of social media; information can be shared with everyone and fly around the world

within minutes. In addition, the risk of losing ownership of communication and the threat of a crisis are consistently viewed by professionals as significant obstacles to the adoption of social media in their organizations. Academics and professionals around the world, however, argue that social media provides a perfect forum for discussion, communication, and connections with the public (Robson & Sutherland, [2012](#); Grunig, 2009; Macnamara, [2010b](#)).

## **Methodology**

The topic "Impact of technology in public relations" is considered to be a new phenomenon in Asia thus the majority of the researchers are still exploring the variables which is why the qualitative paradigm is used. In this paper majority of the researchers and academicians generated critical discussions based on their professional experience and literature review of the relevant studies. Researcher Macnamara ([2010](#)) conducted a qualitative study on public relations and social: how PR practitioners are using or abusing social media, The data was gathered in two stages initially survey was conducted having closed-ended questions in order to have primary data regarding social media and how much time is spent on it then open-ended questions were deployed to explore practitioner's opinions, attitudes and concerns Following this, in-depth interviews with a variety of professionals were conducted to further examine their practices, understandings, expectations, and potential plans. The sample size was 15 public relations practitioners which were selected purposively. Twelve survey questionnaires were collected and analyzed, accompanied by in-depth interviews with five of the ten public relations professionals who agreed to be interviewed.

In another study on a historical investigation of the expansion of social media and its Apps to the public relations business. In April 2008, an online survey was launched by Burns ([2008](#), May) to gather information about the usage of social media in public relations. The survey was sent out using the Yahoo List SERV bytes and the sample size was 12 constituting different PR professionals. In another study by Wright & Hinson ([2009](#)) "Examining how public relations practitioners

essentially are using social media." A survey method was deployed. This survey included a representative selection of public relations professionals from around the world. The measuring instrument for the analysis included 77 closed-ended and three open-ended questions, as well as four demographic indicators.

Petrovici (2014) conducted a case study on the impact and efficiency of E-Public Relations the sample size was basically 60 students of mass communication and Public relations during the time of 2011-2012. The case study was based on a questionnaire; the questionnaire consists of ten questions arranged around particular topics of interest.

Melissa & Johnson (2012) carried out a qualitative study in the US and conducted seventeen semi-constructed interviews by using purposive sampling to describe how public relations can be affected by the use of technology. A number of patterns and themes of responses were disclosed. One recurring aspect in the practitioners' use of new technology was how audience-centered they were. The capacity to reach specific audiences was the most common rationale for choosing new technology-based tactics, and many practitioners focused on the audience's level of comfort.

## Findings

A review of the literature on the global influence of new media on public relations reveals numerous elements that speak to the transformative function of digital technology in transforming the industry. Among these is the well-known adoption of social media tools as part of marketing and advertising strategies, with the great majority of marketers using the platforms to increase brand awareness and engagement (Buratowski, 2013). Social media can help businesses promote their brands with little or no financial expenditure if they maintain a strong online image and thereby relate to their viewers.

Social media websites, such as Twitter, blogs, podcasts, and video-sharing sites, have changed the role of traditional media gatekeepers. This provided public relations practitioners with new methods for reaching and communicating with their target audiences. The introduction of these

technologies has necessitated changes in public relations methods, particularly in how information is transmitted to and received from the public. In addition, the increased usage of video news releases, as well as the growth of corporate websites and blogs as key sources of information for journalists and the general public, demonstrate the evolution of public relations tactics.

The literature also outlines a few more critical duties in developing and maintaining relationships with target consumers. This transforms social media into an influential tool for a public relations practitioner to communicate with his audience, resulting in brand loyalty and positive public opinion. Essentially, social media's transition from one-way to dialogic communication empowers audiences to actively shape company narratives.

Furthermore, it is imperative that public relations practitioners learn new abilities for dealing with Internet communications. That is, a public relations practitioner must be knowledgeable in database management, interactive website design, online research, and corporate blogging in order to practice ethical communication. The maturation of Web 2.0 and Web 3.0 technologies has broadened the concept of public relations for professionals, forcing them to realign their practices to match new communication paradigms centered on openness, dialogue, and responsible data handling.

The literature also highlights the growing importance of social media governance, with practitioners identifying the need for rules, monitoring, measurement, and training to organize around the risks associated with the medium's rapid and widespread information dissemination. Despite all odds, social media is now seen as an essential tool for public relations, enabling increased communication, engagement, and crisis management.

## Conclusion

This review article suggests that the impact of technology in public relations is a new phenomenon in Asia and explains that with advancements in technology, the practices of Public relations departments are also evolving. Public relations departments of different organizations are trying to use social media in

order to communicate with their stakeholders and the public effectively. PR activities and practices in this new online environment are considered to be known as E. Public relations (Petrovici, 2014). It is evident that social media has created a huge impact on the PR industry but still, there are a smaller number of empirical indications on the usage of social media in public relations. The public relations industry and the PR practitioners of Pakistan need to pay attention to the new tools and practices of Public relations since the majority of the audience now spend their time using the internet, thus it is very important for the PR professionals of Pakistan to get equipped with new skills and knowledge that is required for E-public relation which focuses on a dialogic approach that every organization may have their corporate blogs where they can interact with their public and their stakeholders, this dialogic approach refers to where the communication is open between the organization and its publics. According to Taylor, Kent, and White, "the use of communication to establish dialogic relationships with the public has the same virtues as building interpersonal relationships and trust has. PR professionals in Pakistan must know how to create creative websites and know different programs or software to monitor their Online relationships with the stakeholders and the public.

Social media is changing the dynamics of how different organizations now communicate with their clients, customers, public, and stakeholders but still, there is more research required to address different variables that come up with social media e.g. the degree of interactivity,

Issues related to the control of information, the skills and knowledge of the PR Professionals, and

the ethics are to be kept in mind when it comes to E-public relations in Pakistan.

### **Implications and Future Directions**

Research and practice in the field of public relations can benefit greatly from this study. The media industry must undergo an enormous transformation if it wants to keep up with the constantly changing dynamics of new media. The only way to get closer to their audience is to embrace digital tools and platforms that allow for successful two-way communication. As a last point, public relations techniques that incorporate social media not only boost brand awareness and engagement, but also encourage more open, honest, and conversational communication. This study and its results highlight the need for professionals to update their abilities in digital communication, online research, and social media governance. To navigate the benefits and challenges that new media platforms bring, these skills must be acquired.

We need to evaluate the long-term effects of these new technologies on social media PR: blockchain, augmented reality, and artificial intelligence. To succeed in today's increasingly digital environment, it is crucial to understand how these technologies will alter public relations strategies. Possible cultural considerations for future social media PR studies include, for instance, how various cultural settings may impact the reach and efficacy of their adoption. As public relations evolve to operate in the digital sphere, more research into the moral implications and regulation of social media is necessary.

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