Pros and Cons of the Usage of Information and Communication Technology (ICT) in PR Profession: A Perception Study of PR Professionals

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Abstract
The advent of Information and Communication Technology has endorsed every field and sector of any nation. With increment in connectivity with the internet for PR practices, its possible benefits and a wide range of offerings has been addressed in this paper. It has brought greater ease in carrying out PR plans with a better consumer or target audience engagement. Providing multiple options, ICT tools are hard to escape at both ends. Also, when there is a subsequent shift in the appearance of target audience on online platforms, it is worthwhile to hit them at their convenient presence. With these benefits provided by ICT industry, PR department can't afford not to utilize them.

On the other hand, the same ICT industry, holding great power, sometimes back-fires the PR campaign or plan. Though it is essential to stay updated and be present accordance with the target audience, it is equally important to be well-versed with the analytical and technical usage of the same. Getting something viral does not always serve well to the organization.

The study unfolds the positive as well as negative aspects of ICT Tools in PR Profession. The research employs Random Sampling Method and executes Survey of 50 PR Practitioners working in diverse areas of corporate functioning. The Survey is executed by administering questionnaire to the sample respondents. The findings of the study establish certain major facts related with the widespread use of ICT in the field of contemporary PR Profession. It is deducted vis-à-vis this research that with the impossibility to discard any piece of information from the internet once uploaded, the ICT tools demand a greater sense of responsibility and caution to be undertaken by the PR department in this direction as right content generation and dissemination is the need of the hour. Moreover, with its major transition in the field of PR from Traditional PR to Digital PR, there seems a great need of training the existing employees and providing a better analytical understanding of the tools and approaches employed in PR.

KEYWORDS: *digital PR, ICT, Public Relations, online PR, Social Media PR, blogging, Content, Traditional PR, PR software.*

INTRODUCTION
Earlier, the PR people could communicate in real time through instant messaging, voice over IP (VoIP) or video conferencing. Modern technologies have enabled them to build a global connection and use it effectively to promote their idea. Social networking sites are undoubtedly playing a prominent role in doing so.

It is highly essential for PR officials to remain updated with all the tools and tactics that they could possibly utilize for brand and relation building. This field is evolving rapidly with the advancement of technology and competition in the market. Though the traditional platforms are still prevailing, there has been observed an inclined shift towards the online platforms. The emerging Information and Communications Technology (ICT) is appearing to be employed in almost all the departments of any organization or business. In the Public Relations field, various studies have been conducted that shows its enhancement through ICT; rather it is now coming into sight to be substituting other platforms.

On one hand where Information and Communication Industry is assisting the Public Relations Industry, there are also chances that the same industry may hinder the growth of the company through its negative publicity. There are cases like US airlines reply to a tweet, Susan Boyle hash-tag or Tesco Mobile way of handling negative comments that have turn out to be big PR failures.

ROLE OF ICT IN PR
In the field of PR, where the chief role is branding and maintaining relations, having effective communication expertise and the skill to decide the right message strategy is a must. This expertise does not only refer to the skills that are required as a PR Executive, rather it is also the comprehensive capability that every PR person is expected to have, in order to utilize the right message through the right platform for right kind of receivers. In past, PRO relied exclusively on the mass media tools to reach to the public which were mostly one-way. However, with the advent of ICT, various direct two-way and highly interactive communication tools have flourished, which have completely transformed the manner in which PR Professionals reach out to their stakeholders.

Social Media Platforms, originally conceptualized for the social chatter in genre of entertainment, are nowadays utilized at a professional level. It is considered as a strong platform to reach out to the target audience, for networking, building strong corporate image or brand reputation. Though due to intense competition, the social media platforms demand high creativity and curative content; getting something viral would need least efforts to reach out to target people. It is the easiest medium of access at both the ends, server as well as receiver.
There has been an emerging usage of the technology offered by Information and Communication Industry in the PR field whether it may be in the direction of providing all sorts of information to the concerned publics in a more easily understandable manner or making the potential customers getting attracted to the messages or whether providing more new options or platforms for the organization to reach out to the people or finally opening up a plethora of new tools at an affordable price thus providing an avenue for an integrated PR approach . Due to this, in current scenario, a notable number of cases have been observed in which the stand of ICT towards the betterment or hindrance in the growth of the organization seems ambiguous. It is an undeniable fact that there isn't a single business existing in today's date that is lagging behind in adapting new tools and technologies offered by ICT industry, especially social media networks or web pages. Also, the numbers of digital consumers and users have increased significantly. On the ground of this, it has become unfathomable to predict how the data or the information would be perceived by the target audience. Ultimately, on these perceptions lies the entire dependability of

the PR success or PR failure, resulting in turn to the success or failure in achieving the goals of the organization.

In practical scenario, most of the PR agencies have initiated employing ICT tools. This has helped in boosting up the quality and efficiency level of their performance. However, the current situation provides a number of occurrences that challenges the growth of this recent trend. The study critically analyzes the prevailing circumstances thus giving a reality check of the usage and effectiveness of this new technology in PR Profession, critically analyzing its pros and cons.

LITERATURE REVIEW

This research is supported by studies conducted by many in the field of PR. Research shows that for accomplishing any work, PR practitioners have to rely on the Internet to a greater extent (Gawroński, 2013). It is precisely inscribed that the ICT systems provide a natural component for communication. This is for the major note of performing better media relations. Thus, it is represented as one of the most important areas of professional public relations (Tworzydło). Since years, the PROs (Public Relation Officers) have relied almost exclusively on the mass media in order to distribute the organization's messages to the public ("Information Technology as Tools of Public Relations Inform in Health Services"). The two-way interactions between the organization and its target consumers have opened, undoubtedly the existence of the Internet and Technology. ("Information Technology as Tools of Public Relations Inform in Health Services"). The field of online public relations involves the application of internet technologies by organizations to communicate and build relationship with key publics, customers and consumers, employees, investors and donors, community members, government and the news media ("Information Technology as Tools of Public Relations Inform in Health Services").

The minimal effort and speed of web correspondence cause an ever increasing number of organizations to utilize the new ICT arrangements (Tworzydło). It is a standard practice for an organization to have a site, which serves to construct its capacity to perceive the data for the media (Tworzydło). A very much planned website page might be routed to the overall population or be totally individualized to fit in with the necessities of a specific client (Tworzydło). The websites also are featured with the bidirectional communication with the company, whereby it provides a customized welcome, recollected client inclinations and comparative item offers (A. Potocki, 2011).

Blogs, Facebook profiles, newsletters or discussion groups are invaluable sources of information. These platforms not only offer knowledge about customers, but they also allow the users to interact. Interestingly, the effectiveness of internet communication can be more easily measured than that of traditional communication with the use of different types of statistics such as visitors count, click count and others (Tworzydło).

PR in the 21st century keeps on concentrating intensely on its job to impact sentiments, media relations, government relations, attention and picture the executives (Jennifer, 2010). To accomplish these administration capacities, PR intensely is on the rising pattern of Information Technology to examine and assess its practices (Jennifer, 2010).

As per a similar report by Jennifer, 2010, PR can apply IT in the accompanying ways:
- Computer programming can be utilized to deal with database data to keep up records for legitimate documentation.
- Information and Communication Technology encourages organizing among PR practitioners spread out over the world
- Information and Communication Technology encourages speedy and precise correspondence between individuals in various pieces of the world, along these lines, PR organizations can achieve their worldwide accomplices regardless of area through phone, messages and so forth.
- Information and Communication Technology helps PR firms produce, disperse and store data quickly. This empowers increasingly viable activities in research and documentation.
- ICT helps hierarchical communication inside a PR firm.

While influencer showcasing has changed the advanced and internet based life promoting scene, PR experts can likewise profit significantly from this new flood of effort (Team, 2018). Remaining at the crossing point of informing, promotion purchasing, content creation, and marking, it is a powerful tool (Team, 2018). Over 60% of PR administrators trust that content creation and working with web based life influencers will be crucial pieces of open connection endeavors later on (Team, 2018). Besides, ("Information Technology as Tools of Public Relations Inform in Health Services") expressed that if the presence of an organization has been uncovered through an online website, PR should utilize web benefits in every movement. People seeking data of the company will almost certainly comprehend the organization profile and its item and administrations.

With social tuning in and enormous available information being cited as growing trends, over 88% of PR experts and 80% of marketers trust that 'Digital Story Telling is the future of Communications' (Team, 2018). This has opened more and more media options to be utilized for creating a convincing story and driving it out to social channels, which would serve to be one of PR's most prominent difficulties.

In its exercises on the web, PR utilize some current foundation, for example, email, mailing records, Yahoo mail, sites, news gatherings and person to person communication ("Information Technology as Tools of Public Relations Inform in Health Services"). Web based PR exercises will bolster the disconnected PR movement to create the "3R": Relations, Reputation and Relevance; which are personally connected with PR ("Information Technology as Tools of Public Relations Inform in Health Services"). PR exercises can be more adaptable than those in reality. At this point when customary PR program is costly, utilizing the web will be less expensive.

OBJECTIVES OF THE STUDY
- To study the dependence of Public Relations Practices on the new Information and Communication Technology.
- To explore and critically analyze the pros and cons of the employment of ICT Technology in the PR Profession.
- To study the perception of PR Professionals regarding the relevance and utility of this contemporary communication means.

RESEARCH METHODOLOGY

The study tries to analyze the impact of employment of ICT in PR Profession and in the effort makes use of both Secondary as well as Primary Research Method. As a part of secondary data analysis, the paper focuses on studying the various existing literature related with the area of study to frame an understanding about the present situation as to how and in which way the usage of the ICT Tools have influenced the functioning style of PR Practitioners and which way this communication means has given rise to revolutionary transformation in the area of Stakeholder Engagement and Communication Management.

Additionally, a set of questions were also used to conduct survey of PR Practitioners in small and middle level companies. This was done to apprehend the significance of the topic in regard to the operations on a practical note. Majority of questions in the survey were close ended questions.
The sample size for the study was 50 consisting of PR practitioners of varied industries. Collection of data was done through different modes. However, more than 35 questionnaires were filled up by visiting PR agencies in Jaipur and through LinkedIn contacts. Rest of the data were collected through other social media platforms and references. The data collected through the survey questionnaire proved out to be highly decisive as it served as significant primary source of information. The secondary source of information is various materials published on it, accompanied by statistics available online. For survey, PR agency and PR department of organization were taken into consideration.
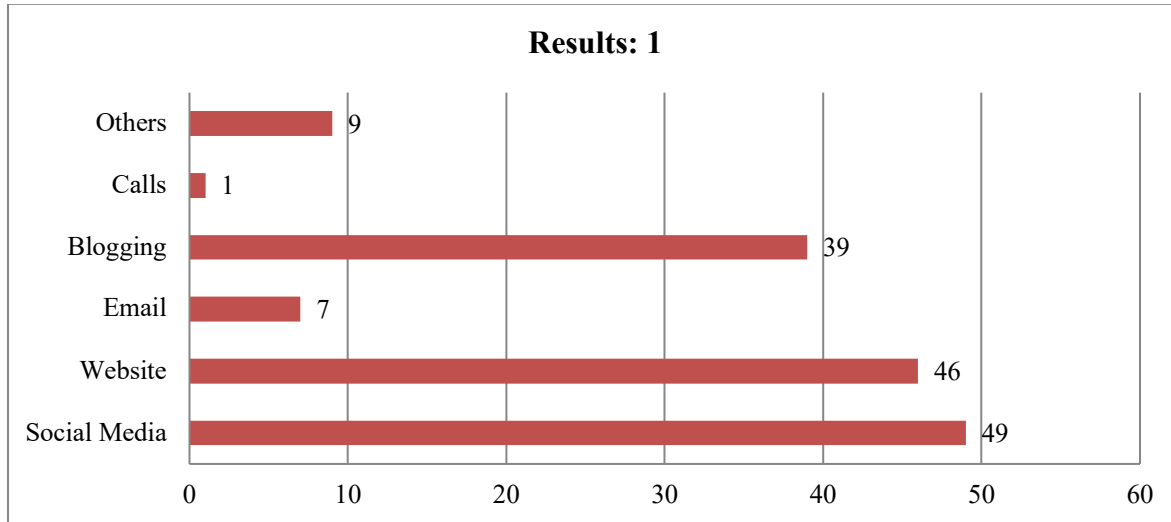
DATA ANALYSIS & INTERPRETATION

To dig down into a deeper understanding level in the topic of research, Survey Method was employed. The Survey Method as a part of Quantitative Study was carried out to get a reality check of the prevailing circumstances. No other research strategy could have generated such a vast amount of information, which provides insight on the current happenings, especially in reference to the use and utility of this technology. Also, studies can be managed in numerous modes, including: online overviews, email studies, web based reviews, paper studies, portable studies, phone studies, and eye to eye meet studies.

PR professionals employed in the Public Relations Agencies situated in Jaipur including Elegance PR, Headline PR and MUSK Public Relations were a part of sample respondents. Also, the Public Relations Department of Entrepreneurship Development Institute of India, Ahmadabad, Station-e Info Services Pvt Ltd, Pizzitalia Food Chain and others were approached. Few of the survey questionnaires were filled up by PR practitioners of diverse industries through social media platforms; mainly LinkedIn and References.

Findings & Analysis

1. **What kinds of digital PR platforms do you preferably engage in for promoting your business?**

Analysis & Interpretation

Maximum PR officials tend to approach their target audience on social media platforms, making most of their programs and campaign to be online. Being updated with the prevailing trends, Facebook, Linkedin, Twitter and Instagram hold a worthy space for PR programs to be carried out. Also, websites are considered equally dominant for the same. Blogging also has gained a significant space in the various approaches of strategic Public Relations Plans and Strategies..

2. **What percentage of your PR strategies relies on Information and Communication Technologies?**
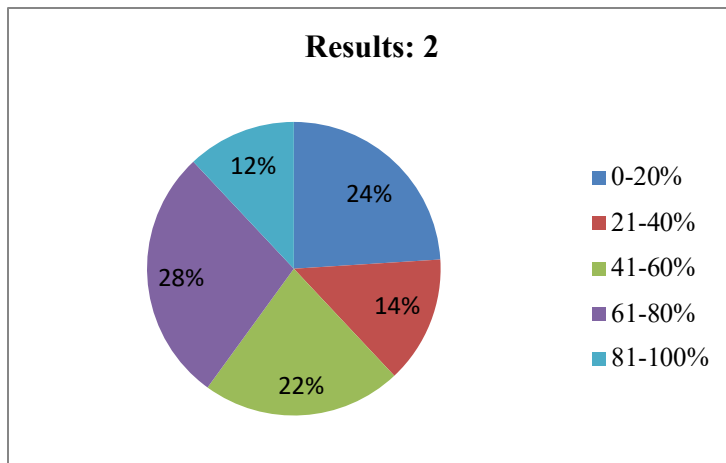
Analysis & Interpretation

This data showcases the shift of PR activities from traditional PR to ICT based PR. 28% of the total 50 respondents highly relied on ICT in the execution of PR Programmes and strategies and

61-80% of their such PR Activities were based on usage of ICT. 12% of respondents were of the strong opinion that 81-100% of their PR Strategies and Programmes were based on employing ICT clearly indicating a fact that 40% of the respondents based maximum of their PR Strategies and Programmes on the employment of new ICT Methods. However, there are still few PR officials who seem to be in the transiting phase by employing ICT tools.

3. **How effective do you consider ICT tools for your business?**
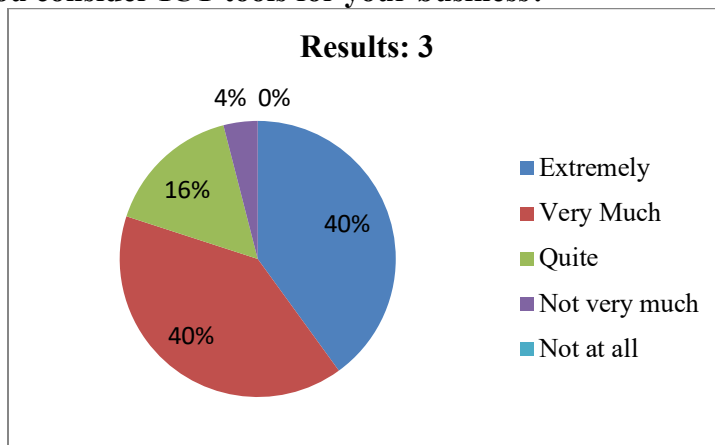
Analysis & Interpretation
The results were very significant in the direction of analyzing the latest changes in the usage of PR Tools and Strategies as it revealed that maximum number of PR professionals gave major prominence to the ICT tools in conducting various Public Relations Activities and Programmes in their business aimed at different section of target constituencies, thus indicating the growing trend towards conducting Digital PR Programs and Campaigns. Not only in the MNCs, Industries at the grass-root level too are making use of ICT tools slowly-slowly in a prominent way to reach out to the target audiences in a more appealing manner.

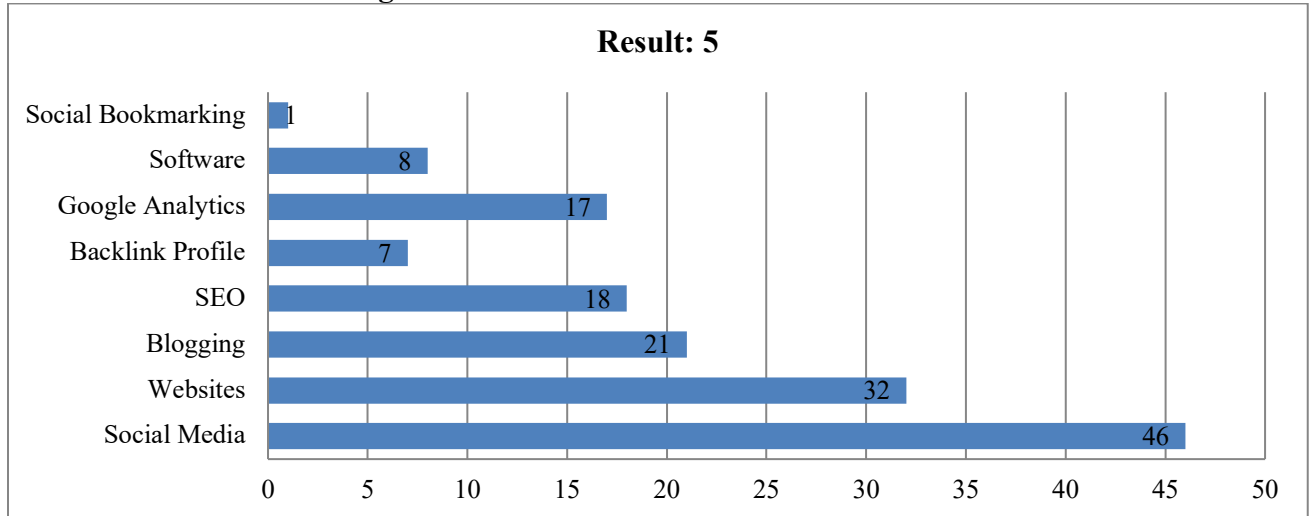4. **How much percentage of the budget is spent on conducting ICT based PR programs?**
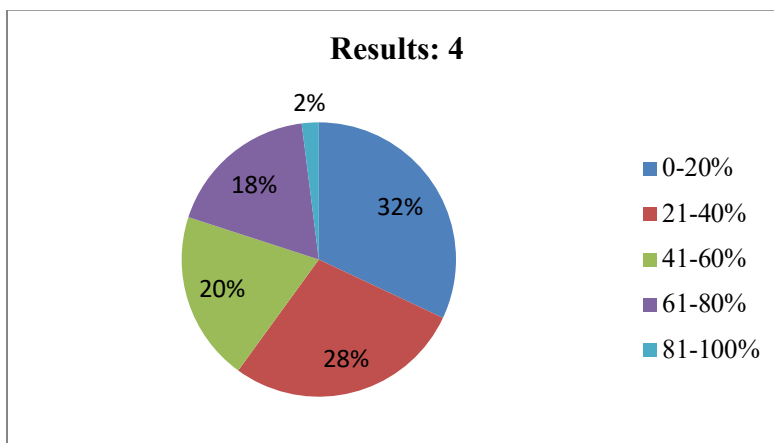
Analysis & Interpretation
Overlapping the result of this question with the previous one implies that the PR Programs or Campaigns which are ICT based require minimum budget out of the total PR budget of the

organization. The advantage of incurring low budget with maximum benefits, ICT tools are proving out to be very cost-effective in relation to all other traditional PR Tools and Strategies thus proving out to be the most effective communication means for an organization.

5. **Which of the following platform(s) are most effective for the success of any PR program in terms of Stakeholder Management?**

Result: 5

Platform	Value
Social Bookmarking	1
Software	8
Google Analytics	17
Backlink Profile	7
SEO	18
Blogging	21
Websites	32
Social Media	46

Analysis & Interpretation

In alignment with the previous responses, Social Media Platforms among all other ICT platforms appears to be the most useful and effective tool for the PR professionals in all aspects whether in terms of mass appeal or reach or its very liked two-way interactive format. It was also observed that Websites are also greatly utilized by most of the PR professionals to provide timely information on the various executed PR programs, thus being considered to be of almost similar significance.

6. **Which of the above mentioned medium can be risky at times?**

Result:6

- Social Media — 80%
- SEO — 16%
- Review — 2%
- Software — 2%
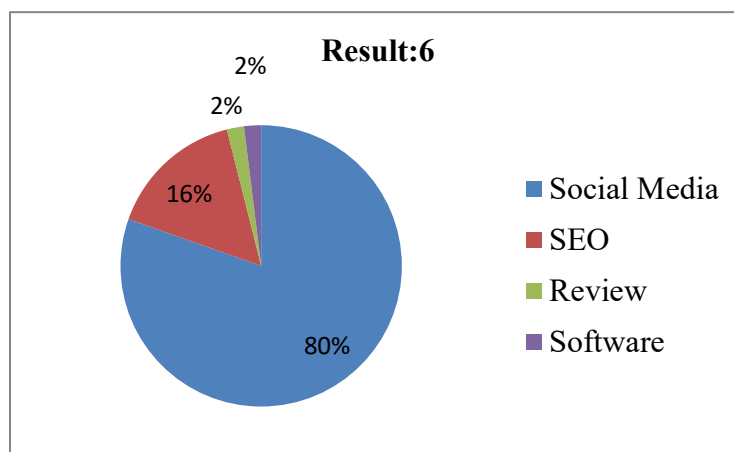
Analysis & Interpretation

The response to this question appears to be quite contradictory to the previous answers. Maximum numbers of the PR professionals of the survey considered Social Media platforms to be risky and unpredictable at times. The most common reason cited was the mis-interpretation of the messages or contents posted on it making it amply clear that even though social media has emerged as the strongest online marketing tool but still the platform has its own demerits and limitations which are of serious concern and one among them is that the tool can be very risky at times if not handled or monitored properly resulting into back firing.

.Though most of the PR professional considered Social Media platforms to be a highly effective platform for promoting and popularizing the various PR Programs and PR Campaigns, they still however considered the same platform to be riskier to handle at times. It is considered as vulnerable, in accordance to the reason mentioned and everybody is an author on Social Media and free to post anything on it thus leading to the maligning of the image of an organization to a great extent as there are no means to cross check or do data verification on this platform. Secondly, SEO are also considered as risky platform, as appropriate usage of keywords is utterly vital. Also, reviews play a dominating role in creating desired brand image. Apart from these, Software are also considered as risky, due to malware troubles.

7. **Do you agree that it is necessary to have the organization's presence on all major online platforms for building strong corporate identity?**

Result:7

- 16% Strongly Disagree
- 0% Disagree
- 16% Neutral
- 28% Agree
- 40% Strongly Agree
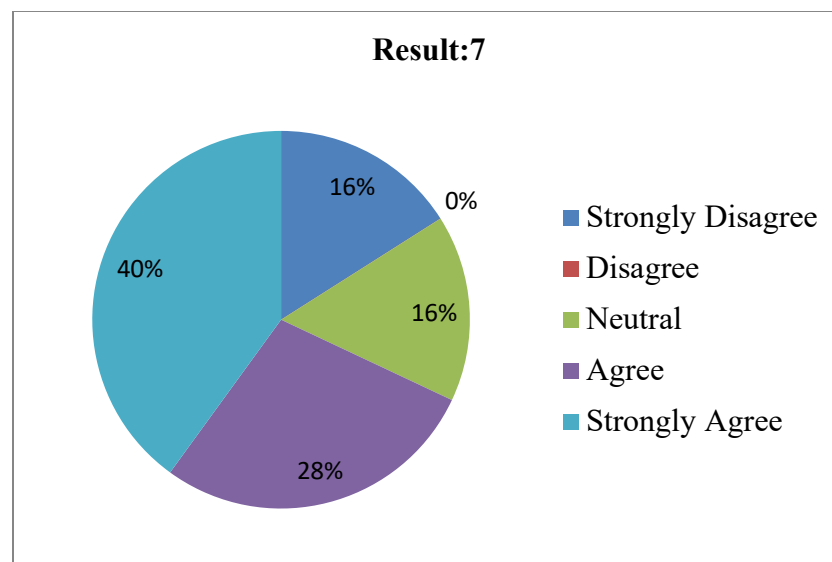
Analysis & Interpretation

The shift in the approach by PR professionals is evident from the response to this question. However, it is noted from the responses that there is miscellaneous attitude towards utilizing ICT in the field of PR. Highest percentage of sample opined that they either strongly agreed or agreed to the fact that the contemporary business scenario demand an effective and updated online presence of an organization as that is the need of the hour.

8. **Do you agree with the following that, 'More the presence of any corporation on online platforms increases the likelihood of getting content or idea copied.'?**
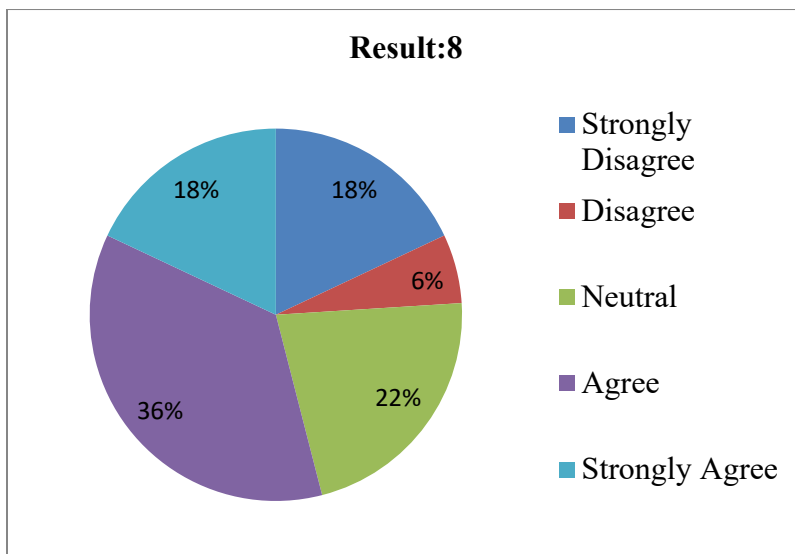
Analysis & Interpretation

The response of this question implies that chances of content or data getting copied are common in the prevailing circumstances. When any company comes up with a unique content on any of the online platforms, it's aim is to hit the maximum number of target audiences and thus create a differentiating space for itself in their minds and to generate better brand recall. In today's competitive world of fierce online presence, the fact is that none of the organizations want to lag behind in the direction of making the maximum utilization of ICT in their every PR effort and this makes the situation more challenging as well as risky as we find a growing trend towards stealing or copying of the idea or the concept in various platforms. The issue of Privacy, Copyright and Defamation has emerged as some of the significant areas concerning PR Ethics.

9. **The Analysis of Results/Data of which of the following Tools is easier?**
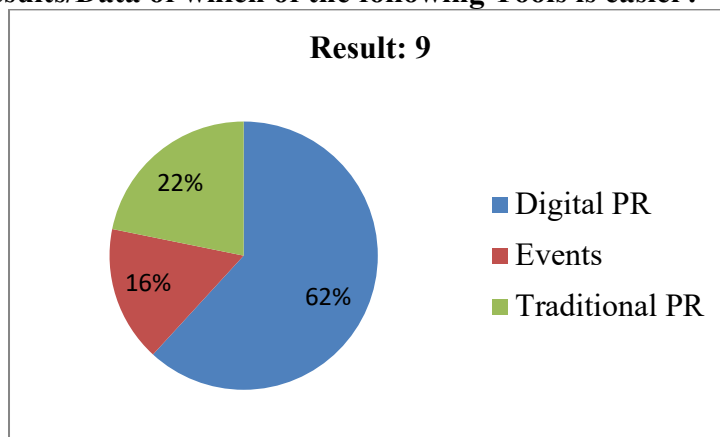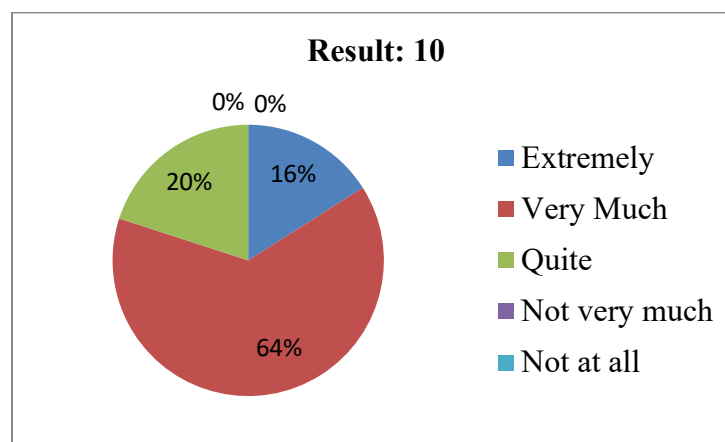

Analysis & Interpretation

The digital PR platforms, nowadays, offer a wide range of analytical tools which the companies can use after collecting the required data from the target audiences and gauge the opinion of the

people regarding the various aspects of corporate functioning. Digital Tools as a significant part of ICT has assumed tremendous significance in today's times on account of its various key characteristics like two-way communication, participatory and interactive mode of communication contrary to traditional mass communication tools which are mainly one-way and mass oriented lacking in individualized touch. The very nature of digital platforms makes it possible to use various analytical tools by which the companies can analyze the target audience's online behavior and use this insight in the planning of their future PR Strategies. This makes it easier for the PR professionals to read and understand the collected data without wasting much time. When in case of traditional PR and events, it appears to be challenging to the PR officials. Digital PR platforms provide a range of other benefits in analysis of results, like comparing with the previous saved data, providing similar mapping for upcoming projects and many others.
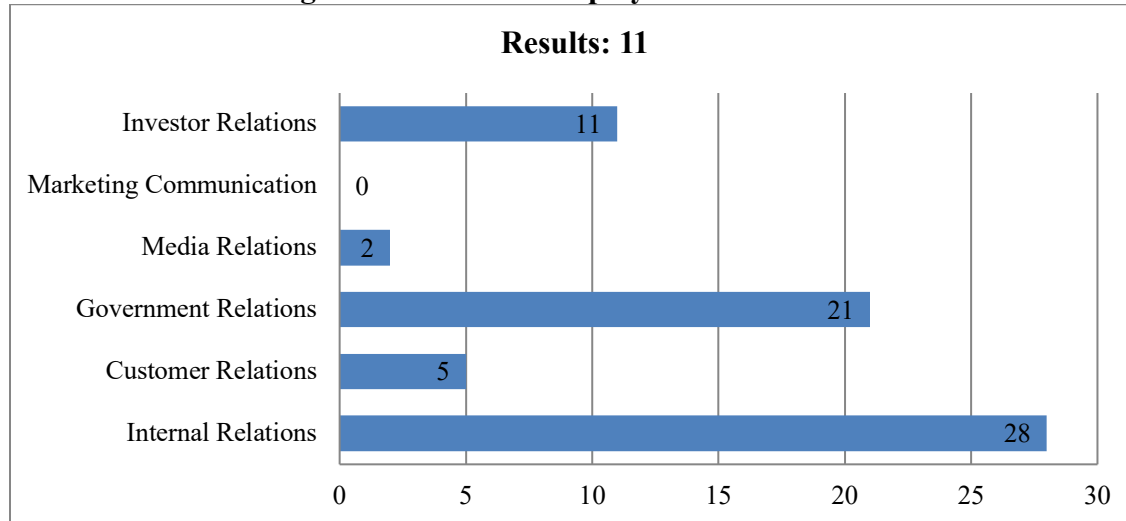
10. **How much can negative reviews or virtual presence of any corporation through the application of ICT affect an organization's brand image?**

Result: 10

- Extremely 16%
- Very Much 64%
- Quite 20%
- Not very much 0%
- Not at all 0%

Analysis & Interpretation

It can be deducted from the collected data that negative reviews hit hard on the reputation of any organization. The virtual presence is appearing to be contributing to a higher extent in defining the image of any company or individual. Hence, PR professionals tend to maintain positive or neutral presence on virtual platforms. Everybody is an author in today's world of ICT Tools and any negative post or review posted by the audience can become viral in seconds because of the presence of various online pages and sites and this has made it very easier for the audiences and the competitors to malign the brand image of the company within fraction of seconds.

11. Which of the following areas have least employment of ICT?

Results: 11

Area	Value
Investor Relations	11
Marketing Communication	0
Media Relations	2
Government Relations	21
Customer Relations	5
Internal Relations	28

(Horizontal bar chart with x-axis from 0 to 30)

Analysis & Interpretation

The data collected was very significant in the direction of finding out the areas of concern where ICT Tools are not being used in a significant way and thus introducing changes in the PR Strategies being used presently in the direction of Stakeholder Relationship Management. It can be interpreted from this statistics that Internal Communication and Employee Relationship Management is a very demanding area in the area of better Employee Productivity and Employee Retention and as per the opinion of the sample respondents this area demands more employment of ICT Techniques as presently there is lesser indulgence of technology in the area of Internal Communication. Government Relations area is the second most neglected area as Government organizations prefer more documentation work and still the various traditional methods of communication. Employing ICT tools for it would delay the process. Also, 11 out of 50 consider investor communication to be tech-free.
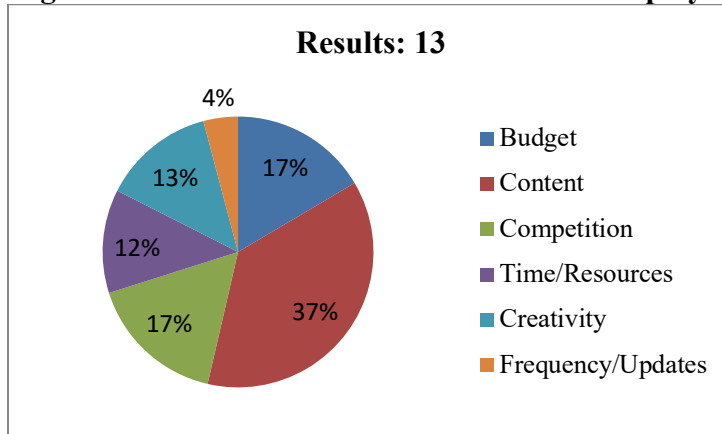
12. Justify the reason for selecting above mentioned option.

Analysis & Interpretation

Maximum respondents laid importance on face-to-face communication in dealing with the internal relations in an organization. Also, Government Relations was supported with the argument of prominence of documentation.

According to the respondents, Internal Relations have more communication which is conducted in the physical world, rather than the virtual world and also according to them having more face-to-face communication with the employees brings more clarity. On the contrary, marketing communications demand high indulgence of ICT tools. In order to reach out to the target audience, it is utterly important to be present on the platforms where the target audience is present. Also, Government Relations do demand online presence, forms or applications; it has still a long way to go to have greater opportunities for the same.

13. Which of the following factors is influenced the most in case of employment of ICT in PR?

Results: 13

4%
17%
13%
12%
17%
37%

- Budget
- Content
- Competition
- Time/Resources
- Creativity
- Frequency/Updates

Analysis & Interpretation

Content to be placed on different platforms is considered to be of prime importance for PR professionals. The impact that an update creates is the matter of consideration. Also, the content demands other parameters to be endorsed including creativity, budget and resources. The data was very interesting in the sense that it revealed that they considered content and its quality to be most influenced by ICT Tools whereas least significance was given to frequency of updates. However they agreed that there was a lot of scope for improvement in this area too.

14. Justify the reason for selecting above mentioned option.

Analysis & Interpretation

The most common reason mentioned for considering content to be most effective is "Content is King". Also, Creativity is considered to be the 'catcher of maximum eye-balls' by respondents on a common ground.

With increase in competition, most of the organizations depend on the content publishing and post updates on virtual platforms. Be it mobile communication, social media updates, website, blogging or application based update; each of them demand a content that attracts the audience to read and decipher the message. It happens many times that it is considered to be important to hit the presence of the company in the minds of the target audience, time-to-time. Hence, quality, rather than the quantity of the indulgence of ICT for PR programs matter.

15. Have you ever experienced or heard of obstructive results through use of ICT in PR?

Results: 15

42%
58%

- Yes
- No
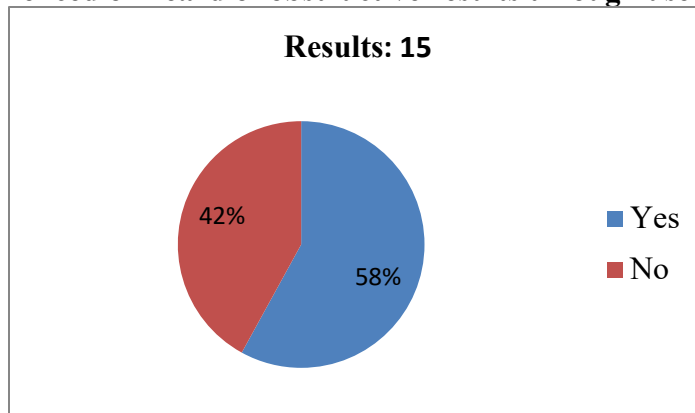
Analysis & Interpretation

With the emergence of utilization of ICT tools for PR programs and campaigns, the possible negative side and challenges are of greater concern and require serious thought and corrective measures. Gradually, greater the indulgence is leading to more chances of witnessing negative results. It cannot be denied that ICT tools have created greater beneficial concerns and results for any organization. However, the research also revealed that more than 50% of PR officials were also aware of its possible negative outcome which demands higher attention and awareness.

16. If yes, briefly describe it.

Analysis & Interpretation

Out of 29 respondents, who have heard or have experienced obstructive outcome by utilization of ICT tools in PR, 17 stated example. The example included Facebook, Apple, Zomato and other personal cases.

This aptly demonstrates that not only the larger organizations face challenges of employing ICT in PR profession, rather medium companies also encounter its negative fall outs. The respondents however also supported the idea of better understanding of utilization of ICT tools in order to get the desired results and the fact that maximum of the PR professionals were able to quote an example for the same, implies that the challenge of effective utilization of ICT tools by PR Professionals warrant immediate discussion and needs to be addressed with proper action plan,.

17. 'Due to increasing competition, paid reviews on online platforms are common nowadays.'

Results: 17

0%
6%
18%
36%
40%

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree
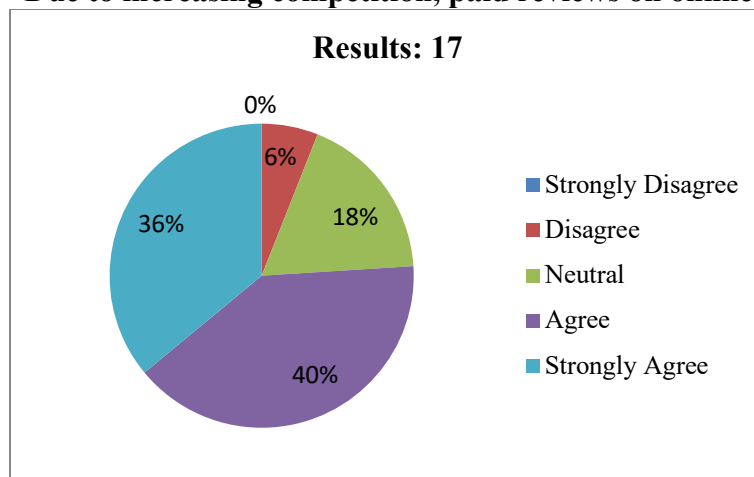
Analysis & Interpretation

Aligning this question's response with one of the previous response showcases the impact of reviews on online platforms providing implications that reviews create a greater harm to the reputation of any organization. Negative reviews occupy long lasting space in the minds of readers. Paid reviews, thus, would lead to either false image or would spoil the perceived attitude of the audience. It, ultimately, leads to manipulation of the organization's perceived image.

18. 'Virtual presence of companies has led to an information clutter for customers.'

Results: 18
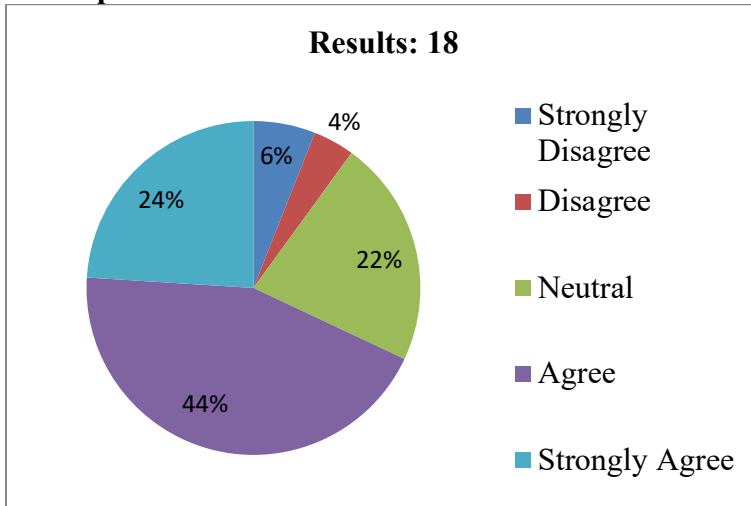
Analysis & Interpretation

This argument emphasizes on the information overload at the virtual platforms. Owing to more and more virtual presence of the companies and organizations, there is a constant increment in the information and data they are subjected to. The term 'media fatigue, is thus prevalent in today's market. This clutter of information leads to ignorance of information from the side of the receiver; they have been subjected to a similar kind of information throughout their engagement with the ICT tools, especially the virtual platforms.

19. 'Impact of Digital PR Campaigns is difficult to anticipate in Planning Stage.'

Results:19
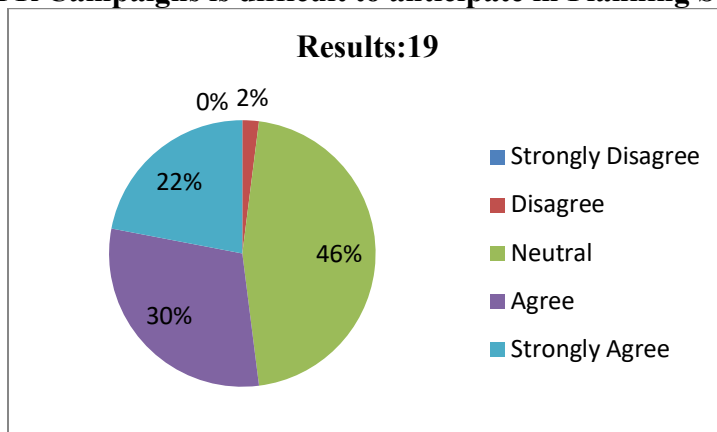
Analysis & Interpretation

Majority of responses against disagreement implies that PR officials either are not able to anticipate the outcome of the Digital PR Campaigns in the planning stage. This goes in sync with the very significant issue of getting obstructive results at times through the usage of ICT tools in PR field and the uncontrollable nature of social media platforms. Though planning a campaign on digital platform may provide higher involvement and insights of the target audience and better approach and reach but how can one react to it can't be deciphered. This is true is both traditional PR and digital PR both. However, digital platforms provide various action leverage to

the users, which may affect the brand to a greater extent as compared to the behavior change or actions of reactions of the target audience, in case of traditional PR.

20. 'Training should be provided to the existing PR officials to effectively use the ICT tools.'

Results:20
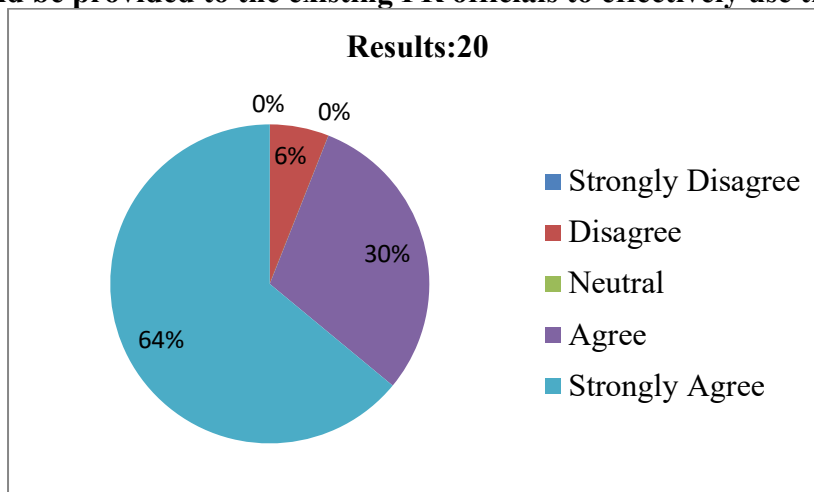
Analysis & Interpretation

This question has one of the most one-sided responses from the PR professionals. With the advent and increased usage of technology in the field of PR, along with the technical knowledge one should also be aware of the consequences and impact of the usage of this technology. This would come only if training programs and awareness regarding the technology is provided to the PR professionals. In current scenario, the existing PR officials are mainly subjected to the transition of shifting their PR programs and activities from Traditional Platforms to Digital ones. They are the ones, who would be having more field oriented knowledge, creativity, understanding and experience in the market. In order to enable them to guide the coming youth in the field of PR, they should be well-versed with the technology they use.

21. Do you agree that negative image of an employee on virtual platforms affect the Brand Image, as searching any keyword might showcase related information.'

Results: 21
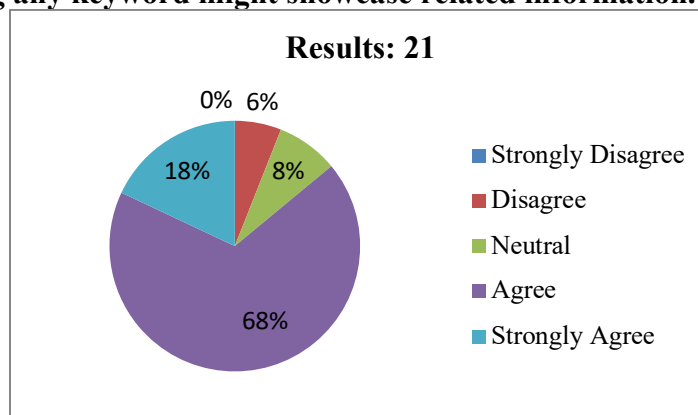
Analysis Interpretation

The maximum cases of failure of digital PR arises because of this reason, where an employee's negative image or activities harm the reputation of the entire organization. Once anything goes viral, it is hard to retrieve or anticipate its impact or margin of reach. Going viral may not be

good nowadays as it may become uncontrollable within seconds . When any of the employee is responsible for any misconduct anywhere, especially when on duty and in organization's uniform, or during product delivery, it severely affects the brand image of the concerned organization as that is how the audience would perceive the brand. The more the communication platforms become virtual and interactive and immediate the more there is the likelihood of any information reaching out to millions in the fraction of a second. This impact of new ICT Tools can have both positive as well as negative repercussions.

22. What could be the possible drawbacks of not utilizing ICT for PR operations?
   Analysis & Interpretation
The most common response to this question is, "It is mandatory to remain updated to sustain in the market." Respondents also expressed that also, not utilizing the ICT tools for PR practices would lead to getting thrown out from the competition and lagging behind all in the race to create a competitive edge in the market.

The responses clearly implied that ICT tools are nowadays becoming an integral part of PR practices and their usage should no longer be a choice as they have become indispensable to create a unique voice in the market and to reach out to the stakeholders in the best and most appealing manner. Though presence of digital platforms open a wide scope for the PR professionals, it also, at the same time, suffers from many loopholes. Due to its negative aspects, the damage inflicted on the organization goes out of control at times and in such circumstances it is hard to do successful damage control exercise. It's also happening in many cases that the recovery becomes almost impossible or at times more time-consuming due to lack of awareness of the issue or due to lack of proper understanding.

CONCLUSION
The study plays a very effective role in finding out the various aspects related with the impact of ICT on PR Profession. The findings revealed the fact that remaining updated with the technological advancements is a must for any organization and ICT Tools have acted like a boon in this direction providing invaluable service to PR profession whether it may be in the direction of timely dissemination of information, or reflecting a strong brand identity of an organization or successful crisis management. There is no denying the fact that utilization of such corresponding innovative strategies and tactics is a must in contemporary PR practice however it demands great caution in its exercise as the perception study of PR Professionals indicated that there is an equally significant other side of the use of ICT in PR. The responses clearly showed that at times the usage of this technology becomes very risky as the content posted on various online platforms become easily viral and the organizations have no other option other than regretting the fact.

Most of the respondents opined that new recruits and existing PR professionals alike ought to know how PR practices can be benefitted by the right utilization of these cutting edge apparatuses that Communication Technologies offer pointing out towards the growing necessity of training the users about its right application. Training should lead session discourses that investigate cases related with the adverse effect of ICT on society making it the focal point of discussion and training.

Thus, public relations educators must assure that their field employees are prepared not only to be proficient in the use of the very latest new communication technologies, but also to understand and appreciate the societal ramifications of their use. Educators also must use this technology to maximize its effectiveness and to get the desired outcome. The paper was highly significant as it tried to analyze the perception of the people who are the actual users of ICT in their work area, i.e. the PR Professionals and it was very necessary to know their take on the subject and find out what are the major areas they feel an organization should concentrate to utilize the ICT to the highest extent overcoming their negative aspects.

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