

## ARTICLE ON PUBLIC RELATIONS

Ms. Mary Vineela .P MSc (N) Lecturer C H N Naryana College of Nursing, Nellore.

Abstract: During recent years a plethora of organizational information have come into existence and their number is constantly on the increase. Good public relations has come to be regarded as an important attributes of the present day leadership, and significance can hardly be overstressed. Meaning of public relations: The term public relation with the public. The term public is not easy to define, though frequency in use. The general public is really not one but a collection of publics. The ordinary citizen, who is the unit of public, comes in contact with the hospital administration needs information on many aspects. Here comes the importance of hospital public relations