

Current Comments

Professor C. V. Raman, Nobel-Laureate has propounded the thesis that the atmosphere, though held down to the earth by the force of gravity, does not rotate with it. This has opened a vista in the science of meteorology. We are proud of professor Raman's discovery.

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Lord Snow, C. B. E, in his Graham Clark lecture. in London, before eminent engineers, said inter alia "the status of engineers in Great Britain is lower than in any country". Engineers are forgotten men, as according to Lord Snow. *** "If we had put one tenth of the effort into engineering that we put into the Indian Empire we should now be a very prosperous country and able to look American technology in the face."

We thank Lord Snow for his outspokenness. Looting could not bring Britain lasting prosperity as proved now, though looting by Britain contributed to poverty of India and destruction of our industry.

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The Engineer, in one of its past issues editorially commented :

"With all its traditions of pioneering in science, technology and industry, Europe should have done better. Has not the real trouble been too much intervention by politicians and too little notice taken of the opinions of engineers and technologists?"

The malady is same all over the world ; the remedy is yet to be explored.

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"Public relations people are notoriously bad at public relations for themselves. Most acknowledge this ; and those who do regret it. They know that the failing for which there are several understandable reasons, is at the heart of the dilemma that besets the majority of PROs throughout industry and commerce. This is that, generally speaking, management—including those that decide that PR practitioners must be added to the payroll—have not yet learned fully the nature and value of the public relations function.

As a result, the mixture of science, art and special knowledge and experience that is known, not particularly adequately, as public relations seldom operates regularly at the level where policy is formulated. This is the very point. PR people believe. where it ought to operate. Here it is at its most effective, for the practical reason that PR succeeds most when it prevents PR ills instead of curing them.

Thus in the order of professional tasks to be accomplished, PR practitioners everywhere need to place at the top the problem of the incomplete way in which their skills are used by management.—"

—Electrical Review Sept '67.