DJMC 02

DIPLOMA IN JOURNALISM & MASS COMMUNICATION

COURSE - II

ADVERTISING & PUBLIC RELATIONS

KRISHNA KANTA HANDIQUEI STATE OPEN UNIVERSITY

Subject Experts

1. Professor Abhijit Bora, Dept. of Mass Communication & Journalism, Tezpur University
2. Dr. Ankuran Dutta,Associate Professor, Department of Communication and Journalism, Guwahati University

Course Co-ordinator : Dr. Trisha Dowerah Baruah, Assistant Professor, Bhupen Hazarika School of Mass Communication, KKHSOU

SLM Preparation Team

Units	Contributor
1,2,3,4,5,6	Lt. Dr. Anamika Roy, Department of Communication and Journalism, Gauhati University

Editorial Team

Content (English) :	Dr. Sanjeev Bhanawat, Professor and Head, Centre for Mass Communication University of Rajasthan
Language (English) :	Prof. Rabin Goswami, Former Senior Academic Consultant, KKHSOU
Structure, Format and Graphics :	Dr. Trisha Dowerah Baruah, KKHSOU

January 2009 ; Reprint : March, 2021

This Self Learning Material (SLM) of the Krishna Kanta Handiqui State Open University is made available under a Creative Commons Attribution-Non Commercial-Share Alike 4.0 License (international): http://creativecommons.org/licenses/by-nc-sa/4.0/

Printed and published by Registrar on behalf of the Krishna Kanta Handiqui State Open University.

The University acknowledges with thanks the financial support provided by the Distance Education Bureau, UGC, for the preparation of this study material.

Head Office : Patgaon, Rani Gate, Guwahati - 781017

City Office : NH 37, Resham Nagar, Khanapara, Near Bodoland Guest House, Guwahati - 781022

Web : www.kkhsou.in

CONTENTS

		Pages
UNIT 1.	**Concept of Advertising** Advertising - concept, objectives and functions of advertising, classification of advertising, various parts of an advertisement.	**7-30**
UNIT 2.	**Advertising and Publicity** Publicity and propaganda, advertising media, advertising for print, radio and TV, Advertising Standards Council of India (ASCI).	**31-50**
UNIT 3.	**Advertising Agency** Advertising agency, Organizational set up of an ideal advertising agency, different types of agencies, Media buying, Advertising manager.	**51-67**
UNIT 4.	**Concept of PR** Definition of PR , objectives and functions, growth and development; PR target audience and publics of PR – internal, external, Corporate Social Responsibility (CSR).	**68-89**
UNIT 5.	**PR and Organization** Qualities, duties and responsibilities of a PRO, PR set up in an organization, Public Relations Society of India (PRSI)	**90-104**
UNIT 6.	**Methods and Tools of PR** PR tools, Press Conference, Press Release, Press Note, Press Communiqué, Backgrounder, Rejoinders, Press briefing, House journal	**105-123**

COURSE INTRODUCTION :

Advertising is the promotion of goods, services, or ideas, through paid announcements. It aims at persuading or informing the general public and can be used to induce purchase, to increase brand awareness, or enhance product differentiation. An advertisement has two main components: the message, and the medium by which it is transmitted. Advertising forms just one part of an organization's total marketing strategy. On the other hand, 'Public Relations', commonly known as PR is an emerging discipline and its role in society is a constantly evolving one. In the multifaceted marketing scenario, the importance of public relations is increasing day by day. At the same time, the profession is continually facing new challenges for developing modes of communication in the new media era in an increasingly complex and diverse society.

Course II of the DJMC programme introduces you to the various aspects of the discipline. In this block, we shall be discussing the concept of Advertising and Public Relations. We would also like to acquaint you with the duties, functions and responsibilities of an advertising agency. Various elements, media for advertising etc. will also be elucidated. The Course is divided into six units, which are as follows –

Unit – 1: CONCEPT OF ADVERTISING

This unit introduces you to the concept, classification, objectives and functions of advertising. We will also discuss the various parts of an advertisement in this unit.

UNIT – 2: ADVERTISING AND PUBLICITY

This unit describes the publicity and propaganda as related concepts of advertising, the media of advertising such as print, radio and TV will be discussed. Additionally, we will also dwell on the duties and functions of Advertising Standards Council of India (ASCI).

UNIT – 3 ADVERTISING AGENCY

This unit introduces you to the concept, types and organizational set up of an advertising agency. The activities of advertising agency, advertising campaign, role of advertising manager etc. will also be discussed.

UNIT – 4: CONCEPT OF PR

This unit provides you with an introduction to the concept of Public Relations discipline by defining the term, discussing its nature, objectives, functions etc., besides the growth and development of Public Relations and some important concepts related to PR, such as PR target audience, publics of PR – internal, external, Corporate Social Responsibility (CSR) etc.

UNIT – 5: PR AND ORGANIZATION

This unit describes the profession of PR, duties, responsibilities and qualities of Public Relations Officer. We will also analyze the PR set up in an organization explaining various activities of a PR department, structure of PR department etc. A public relations organization will also be discussed in the unit.

UNIT – 6: METHODS AND TOOLS OF PR

This unit elucidates for you the varied tools of public relations, like house journals. This unit also illustrates the different media relations methods describing the rules to organize press conference, press briefings, backgrounder, rejoinders etc.