GJMC S6 01 (M/P)
Exam Code : JMP 6A

Advertising and Public Relations

SEMESTER VI

JOURNALISM AND MASS COMMUNICATION

BLOCK - 2



KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

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CONTENTS

Pages

Unit - 9: CONCEPT OF PUBLIC RELATIONS **137-150**

Nature of Public Relations;Definitions of Public Relations; Objectives of Public Relations; Scope of Public Relations

Unit - 10: GROWTH AND DEVELOPMENT OF PUBLIC RELATIONS **151-162**

Growth and Development of Public Relations; Pioneers of Public Relations; Public Relations in India ; Modern Public Relations in India; Future prospect of Public Relations

Unit - 11: FUNCTIONS OF PUBLIC RELATIONS **163-175**

Basic functions of Public Relations: Propaganda; Publicity and Propaganda

Unit – 12: PUBLICS OF PUBLIC RELATIONS **176-191**

Publics of Public Relations : Internal Publics, External Publics; Publicity Media for PR : Print Media, Television, Radio, Film, New Media

Unit -13: PUBLIC RELATIONS PRACTITIONERS **192-208**

Propaganda and Publicity; Public Relations Officer : Duties and Responsibilities, Qualities of a good Public Relations Officer

Unit - 14: PUBLIC RELATIONS ORGANISATIONS IN INDIA **209-222**

Public Relations Society of India, Public Relations Council of India, Public Relations Consultants Association of India

Unit - 15: PUBLIC RELATIONS IN ORGANISATION **223-244**

PR set up in an organization : Status of PR department in an Organization, Functions of a PR department ; PR campaigns and programmes; Public Relations and Crisis Management; PR and Code of Conduct

BLOCK INTRODUCTION

The second block of the course on ‘Advertising and Public Relations’consists of seven units. The first unit of the block and ninth unit of the course talks about nature, definitions, objectives and scope of public relations. The tenth speaks about how public relations has evolved over time. This particular unit also addresses the growth and development of public relations in India along with the pioneers who helped to spearhead its beginning the world over. In the next unit, the functions of public relations have been outlined along with a brief overview of publicity and propaganda. The twelfth unit discusses about the two important publics of public relations- internal and external publics. Apart from that, it also elaborates on the different forms of publicity media like print, television, radio, film and new media. In the thirteenth unit, you will be able to understand the duties and responsibilities of a public relations officer. The following unit of the block summarizes the different public relations organizations in India like the Public Relations Society of India, Public Relations Council of India and Public Relations Consultants Association of India. Finally in the last unit, we shall talk about the public relations set up in an organization which includes its status and functions. This unit also throws light on the importance of public relations campaigns and programmes and the role of public relations during crisis management.

While going through a unit, you will notice some along-side boxes, which have been included to help you know some of the difficult, unseen terms. Some “ACTIVITY” (s) have been included to help you apply your own thoughts. Again, we have included some relevant concepts in “LET US KNOW” along with the text. And, at the end of each section, you will get “CHECK YOUR PROGRESS” questions. These have been designed to self-check your progress of study. It will be better if you solve the problems put in these boxes immediately after you go through the sections of the units and then match your answers with “ANSWERS TO CHECK YOUR PROGRESS” given at the end of each unit.