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Public Relations

SEMESTER VI

JOURNALISM AND MASS COMMUNICATION

BLOCK - 1

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

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COURSE INTRODUCTION

'Public Relations', commonly known as PR is an emerging discipline and its role in society is 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 continuously facing new challenges for developing modes of communication in the new media era in an increasingly complex and diverse society.

This course is divided into two blocks . The first block consists of seven units while the second block consists of eight units.

BLOCK INTRODUCTION

The first block of the course on 'Public Relations' consists of seven units. The first unit of the course talks about nature, definitions, objectives and scope of public relations. The second unit of the course 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 spear-head its beginning the world over. In the third unit, the functions of public relations have been outlined along with a brief overview of publicity and propaganda. The fourth 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 fifth unit, you will be able to understand the duties and responsibilities of a public relations officer. The sixth unit of the course 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 seventh 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.