Public Relations and Advertising (PGDPRAD)

PAPER – 1A (PRINCIPLES AND THEORIES OF COMMUNICATION): 50 MARKS

ORIGIN AND GROWTH OF COMMUNICATION- Era of speech and language – Era of written Communication- Social significance of Printed words- Advent of Newspapers.


INTERPERSONAL COMMUNICATION- Features of Interpersonal Communication- Indian perspective- Mahatma Gandhi as a Communicator- Group Communication

MASS COMMUNICATION- Its reach, social implications- features- definitions- How it differs from Interpersonal Communication limitations.

PAPER 1B (PRINCIPLES AND THEORIES OF PUBLIC RELATIONS) 50 MARKS


GROWTH AND HISTORY OF PUBLIC RELATIONS: Vox Populi, Vox Dei- Transition from ‘ Public be damned’ to ‘Public be informed’- the Indian scene.


QUALITIES OF A PUBLIC RELATIONS PROFESSIONAL


PUBLIC RELATIONS PROCESS:- Organizing a Campaign – RACE formulae – PR as a Marketing tool – PR tool for PSU and Private sector – Product and Service Specific Campaign.

PAPER IIA (WRITING & MEDIA FOR PUBLIC RELATIONS) 50 MARKS

TOOLS AND TECHNIQUES OF WRITING:- Writing for clarity and readability – style – Grammar, Language- Vocabulary- transition into regional languages- Use of Technical words- Principle of good Writing.

FEATURE WRITING: Definition - Feature as distinct from Article, Success story feature (development)- Corporate Features.

PUBLIC RELATIONS WRITING: Types of PR writing – style- Corporate Profiles, Folders, Brochures- Annual Reports.


PHOTOGRAPG AS A TOOL FOR PR: News, Photo, Photo Features, Photographs for Advertisement.


TELEVISION: Functions- Different Departments- Private Channels – Local Channels – TV Advertisements and Sponsored Programmes- DTH – CAS – Cable TV- Prasar Bharati- writing for TV.

FILM AS A TOOL FOR PUBLIC RELATIONS CAMPAIGN: Social and Communication value of Films in India – Types of Films- Feature and Documentary, Spot and Quickie- Corporate Films- Different stages in Production of a Film.

NEW INFORMATION MEDIA TECHNOLOGY AND ITS USEFULNESS FOR ADVERTISING AND PUBLIC RELATIONS: Computer, Internet, Teleconferencing, Website, E-mail, Advertisement on Internet.

EXHIBITION AS PR TOOL: Objective- Trade fairs- How to Plan and Participate in Exhibitions.

PAPER – IIB (STUDY PAPER) 50 MARKS

PAPER IIIA (CORPORATE PUBLIC RELATIONS) 50 MARKS

DEFINITION, CONCEPT, SCOPE OF CORPORATE PR: Competitive Environment, Emerging Corporate India, Challenges of Public Relations in the changing Business Environment.

CORPORATE PUBLICS: Their Importance to the organization and the need to have good relationship with them- Major areas of Corporate Public Relations – Current Trends in Corporate Relations – changing character of Indian Public.

SOCIAL MARKETING: Definition- Relevance- Ramifications


PAPER –IIIB (CORPORATE PUBLIC RELATIONS) 50 MARKS


PUBLIC RELATIONS IN CRISIS MANAGEMENT: What are a Crisis- Manmade and Natural Crisis- Corporate Image in Crisis Situation – Crisis Management Plan and the role of PR Case Studies.

PAPER IV A (MEDIA RELATIONS) 50 MARKS


PREPARATION/ TRANSMISSION/LANGUAGE SPECIFIC/ISSUE SPECIFIC


MEDIA TOURS:

LETTERS TO THE EDITOR: Rejoinder and Clarification

ROLE AND FUNCTIONS OF PRESS COUNCIL

PAPER IVB (RURAL COMMUNICATION) 50 MARKS

CHALLENGES OF RURAL COMMUNICATION IN INDIA :- Tagore’s views on Rural Development – Administrative structure in Rural India

RURAL COMMUNICATION FOR DEVELOPMENT: Field Publicity- Agriculture, Health, Social Forestry, literacy etc.
TRADITIONAL MEDIA :- Folk Theatres (Jatra, Nautanki, Yakshagana, Burrakatha, laavani etc) Folk Songs (Tarza, Kavi Gaan, Mukunda Das) Role of IPTA, Puppetry, Cultural Squads of Political Parties, Rural Fairs, Folk Festivals, Padyatra etc.

PANCHAYAT LOCAL BODIES:- District Information Department- Needs and Method of Communication


PAPER V A (ADVERTISING (THEORY AND PRACTICE) 50 MARKS


PAPER VB ADVERTISING (THEORY AND PRACTICE) 50 MARKS


OUTDOOR MEDIA: Wall signs- Hoardings- Bill Boards- Kiosks- Bulletin Boards- Poster- Mobile Media

ADVERTISING AGENCY- Types of Agencies, Structure, Functions, Role and Scope – PR division – Commission System – Fee system – Choosing an Agency, Agency – Client Relations.

ETHICAL AND LEGAL VALUES IN ADVERTISING:- Values in Advertising, Ethics in Advertising- Criticism of Advertising as distinct from Public Relations, Publicity, Sales Promotion, Code of Advertising,

PAPER – VIA ADVERTISING (THOERY AND PRACTICE) 50 Marks

PRODUCTION: TECHNOLOGY & CREATIVITY: - creativity in Advertising- Different Creatives for different Media.

Structure of Advertisement- the layout and design (product, order, unity, variety, balance, emphasis, headlines, body matter) copy of ads in Print, Broadcasting Commercials- Films, Sub Headings, Slogans- Scripts


Computer multimedia in creating Advertisements- software packages – Animation Techniques – link between Script and Visuals – Special Effects for better impact.

PAPER – VIB ADVERTISING (THEORY AND PRACTICE) 50 Marks

PLANNING AND MANAGING ADVERTISING CAMPAIGNS:- What is Advertising Campaign?

Importance of campaign planning components- Research – Market Research, Product research, Consumer insight analysis.

Strategic planning- objectives, market analysis.

Advertising budget- Media planning and scheduling- market impact, measuring effectiveness of advertising campaign.

Case studies.