

## **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.

COMMUNICATION- Its importance for society- Meaning and education – Elements of Communication – Feedback- Barriers to Communication – Functions of Communication – Non Verbal Communication.

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**

PRINCIPLE OF PUBLIC RELATIONS:- Nature, Role, Functions and definitions – Popular misconceptions – Image Projection – Primacy of performance over Communication- Ethics in Public Relations.

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

PUBLIC OPINION:- Factors in Opinion Formation- Importance of public opinion for Public Relations- Public in Public Relations- Opinion Leaders.

QUALITIES OF A PUBLIC RELATIONS PROFESSIONAL

PUBLIC RELATIONS: How it differs from :- a. Advertising b. Publicity c. lobbying d. Propaganda  
e. Marketing.

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.

WRITING FOR NEWSPAPERS:- What is News? News value, Source of News, Various forms of News writing- Writing News releases. Style – five W’S and one H- inverted pyramid- Dateline- Headings- Sub-headings.

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.

TYPES AND KINDS OF PRINT MEDIA:- Newspapers – National, Regional and Local news- Daily Newspapers and Periodicals- Specialized Magazines and Periodicals – Advertorials- Supplements – Importance of Indian language Newspapers – Economic, General, Technical etc.

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

RADIO: structure – Different Departments- News/ Features, opportunities for public relations – FM Channels- AIR and private – radio spot and jingles- local and community radio- writing for radio

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 TEHNOLOGY AND ITS USEFULNESS FOR ADVERTSINGAND 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 the- Major areas of Corporate Public Relations – Current Trends in Corporate Relations – changing character of Indian Public.

SOCIAL MARKETING:- Definition- Relevance- Ramifications

EMPLOYEE RELATIONS:- Importance of internal PR- Responsibility for Employee Relations- tools for Employee Communication : Bulletin board, Open- House Meetings , seminars, Pay-slip Inserts, Communication from Employee to Management- Suggestion Boxes.

HOUSE JOURNAL:- The need for House Journal and how to produce House Journal –Writing for House Journal and News Letter- Different Stages of Production of House Journal, Contents , News Gathering system, Title and Registration, Including RNI formalities, layout and illustrations. Format and Periodicity, Fillers, and Features. CD House Journal. Qualities of an Editor.

**PAPER –IIIB ( CORPORATE PUBLIC RELATIONS) 50 MARKS**

CONSUMER RELATIONS:- Responsibility for consumer relations. Changing profile of consumer and liberalization – Role of Women and Consumers. Basis for good Consumer Relations. Objectives of consumer protection act. Consumer grievances, redress mechanism, Consumer education.

COMMUNITY RELATIONS:- Social Responsibility of Business (CSR) : Benefits of Community Relations, Community Relations Policy, Employee’s Role. Planning a Community Relations Programme. Case Studies.

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**

MEDIA RELATIONS- The need for effective Media Relations. Co-operation and Collaboration- How to obtain better Coverage – Tools and Techniques.

PREPARATION/ TRANSMISSION/LANGAUGE SPECIFIC/ISSUE SPECIFIC

NEWS RELEASE:- Features, Interviews, Fact sheets, Backgrounders, Media Conference, VNR, Media Briefing, Media kit- Its uses, Ready Reference Material- Photographs and their Uses.

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

NON GOVERNMENTAL VOLUNTARY ORGANIZATIONS:- Their influence with local people: need and approach to Communication – NGO Management – Tools of Communication.

RURAL NEWSPAPERS:- Rural Development- Visual Media – Information kiosks.

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

INTRODUCTION:- Definition – Origin and Evolution of Advertising . Functions , Role and Scope of Advertising in the Indian and Global Marketing Scenario – Economic liberalization and its impact on Indian Advertising.

ADVERTISING THEORIES: Importance of Models and Theories in the Practice of Advertising. DAGMAR theory- David Ogilvy and Rosser Reaves theories; AIDA formula- Consumer learning Theory- Hierarchy of Effective Models ( Lavidge – Steiner) – ELM Model of Attitude Change- Media Dependency Model- Cognitive Process in Media Effects.

TYPES AND CLASSIFICATIONS OF ADVERTISING: Product Advertising- Brand Building Process- Institutional Advertising: Financial Advertising: Public Service Advertising – Corporate Advertising- Political Advertising- Government Advertising- Classified Advertising and Display Advertising. Objectives, functions, and Role of each category of Advertising in the Indian Socio- Economic and Political Conditions/ Direct Mailer.

### **PAPER VB ADVERTISING ( THEORY AND PRACTICE) 50 MARKS**

ADVERTISING MEDIA : Media Scene in India and their potentialities- Types – Characteristics-reach - Impact of each Medium- Print Media ( Newspapers, Magazines)- Electronic Media – Radio, TV, Film, Outdoor, Transit Media , Exhibition, and Trade Fair- Internet and Websites- Planning , Media Strategy , Internet Advertising, Outdoor Advertising- ABC and NRS – Media Buying – Agency of Record.

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 ,

Standards of Advertising in India, Advertising Standards Council of India. Standards of Practice, legal aspects , Monopolies and Restrictive Trade Practices ( MRTP) Act, 1969- Self Regulatory Controls- INS.

**PAPER – VIA ADVERTISING ( THEORY 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

Creative strategy – Copy writing- Visuals , Layout- Production of ad, artwork- Photography –Typography- mechanical setting- Computer Graphics, Print Production, creating Audio and Audio – Visuals – Script writing and Jingle making for Audio as well as Audio- Visual Media – Radio Production , TV Production.

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.