

School of Politics and Public Administration

PG DIPLOMA IN PUBLIC RELATIONS (PGDPR)

- PGDPR 01 - PRINCIPLES OF PUBLIC RELATIONS**
- PGDPR 02 - PUBLIC RELATIONS IN GOVERNMENT**
- PGDPR 03 - PUBLIC RELATIONS AND MASS MEDIA**
- PGDPR 04 - PUBLIC RELATIONS AND INFORMATION AND
COMMUNICATION TECHNOLOGY**
- PGDPR 05 - EMERGING TRENDS IN PUBLIC RELATIONS**

PG DIPLOMA IN PUBLIC RELATIONS (PGDPR)

PGDPR 01: PRINCIPLES OF PUBLIC RELATIONS

BLOCK I

Introduction: Meaning - Nature and scope of Public Relations - Difference between publicity and Public Relations - Difference between Public Relations and propaganda - Public Relations and Network building.

BLOCK II

Public Relation in Indian Environment: Changes in Social - Economic - Political and Cultural Relations - Public Relations in Government - Non-government - Commercial and Non-commercial Organisations.

BLOCK III

Concept of Public in Public Relations: Organisation - communities - Target groups - Investors, Suppliers - Distributors - consumers and publics of difference sectors.

BLOCK IV

Public Relations Department in Organisation: Public Relation Organisation - Role and responsibilities - DAPR - Public Relation Education and Training - Techniques in Public Relations.

BLOCK V

Challenges in Public relations: Obstacles in Public Relation - Reforms in Public Relations - Training to face Challenges in Public Relations.

REFERENCES:

1. Avasthi of maheswari, Public administration, Lakshmi Narain Agarwal Publications, Training to face challenges in Public Relations.
2. Sharma M.P., Sadana B.L., Public Administration in Theory and Practice, Kitab Mahal Publication, Allahabad.

PG DIPLOMA IN PUBLIC RELATIONS (PGDPR)

PGDPR 02: PUBLIC RELATIONS IN GOVERNMENT

BLOCK I

Introduction: Need for Public Relations, Relationship of public servant with Public; Direct contact of civil servant with public; Public Relation of District Collector with Public.

BLOCK II

Public Relation Departments: Ministry of Information and Broad Casting (Centre), All India Radio, News Service Division, Central Monitoring Services, External Services Division, Audience Research unit Doordarshan, Press Information Bureau, Research Reference - Training division.

BLOCK III

Functions of Public Relation Departments: (Centre) Functions of Information and Public work Department at state level – Electronic Media – Print Media.

BLOCK IV

Ethics and Public Relations: Themes and issues of Media Ethics – Libel, slander or invasion of privacy – Ethical framework of Public Relation – Legal framework of Public Relation.

BLOCK V

Public Relation Departments-II: Publication Division, Central Board of film certification, Films Division, Directorate of advertising and visual publicity. Directorate of field publicity, Song and Drama division.

BOOKS FOR REFERENCES

1. Leslie, Mass communication Ethics, Thomson Learning, 2000
2. Hameling, Cess, Ethics of Cyber-Space, Sage Publication, 2001.

PG DIPLOMA IN PUBLIC RELATIONS (PGDPR)

PGDPR 03: PUBLIC RELATIONS AND MASS MEDIA

BLOCK -I

Introduction: Nature - scope and Importance of Mass Communication – Media – as an effective Communication tool.

BLOCK- II

News agencies - PTI - Foreign News Agencies – Press Council – Mass media and public opinion – Opinion survey - Opinion Polls, Election and mass media.

BLOCK- III

Techniques in mass media; Publicity – Press Release – Advertising – Conferences – Visit – Interviews – Video conferencing – Photographs – Exhibition – Trade fair.

BLOCK- IV

Types of media; Print media – Electronic media – Journalism – Online Journalism – Firm – Changing Technology in Public Relations.

BLOCK- V

Tools and speech - direct mail - Techniques of Public Relations; Publicity - Advertising - Personal contact public.

BOOKS FOR REFERENCES

1. Singhal, Arvind and ROGERS, Everlt M, India's Communication Revolution; from Bullock carts to Cyber Marts, Sage Publication.
2. Black Sam, Practical Public Relations, Universal Book Stall.

PG DIPLOMA IN PUBLIC RELATIONS (PGDPR)

PGDPR 04: PUBLIC RELATION AND INFORMATION AND COMMUNICATION TECHNOLOGY

BLOCK I

Introduction: Need and Importance of Communication in Public Relations - Role of Public Relation. Role of Information and Communication Technology - Public Relation and Communication process – Direct Relation with Public.

BLOCK II

Press Release – Basics – Writing for press release – In-house journals – News Letter – Press Conference.

BLOCK III

Public Relation writing and Web Designs – Writing for Websites – Public Relation and Internet – Web based challenges and Opportunities.

BLOCK IV

Public Relation Campaign – Need – Importance – Public Relation Tools for campaign – Models of Public Relation Campaign – Issues in Organising and Implementing Public Relation Campaign.

BLOCK V

Online Communication – Purpose – Need – Importance – Trends – Social Networking.

BOOKS FOR REFERENCES

1. Herbert John, Journalism in the Digital Age: Theory and Practice for print and On-line media, 2000.
2. Reddick, Randy and King Elliot, On-line Journalism: Using the Internet and other Electronic Resources, 1997.
3. Subman Gerald, Communication, Technology and Politics in Information Age, Sage Publications, 1999.

PG DIPLOMA IN PUBLIC RELATIONS (PGDPR)

PGDPR 05: EMERGING TRENDS IN PUBLIC RELATIONS

BLOCK - I

Role of Public Relation in Society - Public Relation Advertising - Public Relation and Marketing - Media coverage and its implications to Public Relations.

BLOCK - II

Emerging trends in Public Relation field - Creativity in Public Relation - Effective writing for Public Relation.

BLOCK - III

Public sector Vs Private sector Public Relation - Corporate communications - Tools and techniques - Corporate Social Responsibility and Public Relation.

BLOCK - IV

Event Management - Conception - Execution - Evaluation - Crisis Management - Role of Public Relation in crisis management.

BLOCK - V

Barriers in 'Public Relations: Blockades of Public Relations - Misuse of Public Relations - Informal Public Relations - research in Public Relations.

BOOKS FOR REFERENCES

1. Public Administration: E. Chandran, Cosmos Booklives (P) Ltd.
2. Black Sam, Practical Public Relations, Universal Book Stall.
3. News Stone E, Public Relation Writing: Form and Writing Style, Thomson hearing, 1998.