

**SECOND ALLIED COURSE I – PUBLIC RELATIONS**

**Unit 1**

Public Relations- definition, PR as a communication function, history of PR, growth of PR in India, Public relations, propaganda and public opinion, PR as a management

**Unit 2**

Stages of PR – Planning, implementation research, evaluation, PR practitioners and media relations, press conference, press release, exhibition and other PR tools.

**Unit 3**

Communication with the public - internal and external, employer employee relations, community relations; PR in India – public and private sectors, PR counseling, PR agencies, PR and advertising, PR for media institutions.

**Unit 4**

Shareholders relations, dealers relations, PR for hospitals, PR for charitable institutions, PR for Defense, PR for NGOs, Pr for political parties, management and case studies.

**Unit 5**

PR research techniques, PR and law, PR and new technology, code of ethics, International PR, Professional organizations, emerging trends.

**Books for study and reference:**

1. Y. K. D'souza, Mass Media Tomorrow, Indian Publishers Distributors, New Delhi, 1977.
2. S. Ganesh, Lectures on Mass Communication, Indian Publishers Distributors, New Delhi, 1995.
3. J. L. Kumar, Mass Media, Anmol Publications Pvt Ltd., New Delhi, 1996.