

# Centre for Distance Education

Bharathidasan University, Tiruchirappalli- 24

**UG-Public Administration-Allied**

## Citizen and Civic Awareness

The goal of the “**Citizen and Civic Awareness**” paper is to nurture a whole and balanced person, with a strong sense of moral values, good interpersonal relationships, one who will contribute to the well-being of society and the nation, and eventually to the world at large.

To educate our beloved students “**who we are, what we stand for, and how to communicate with one another**”

### **Unit I: Individual and Citizenship:**

Functions of the constitution- constitutional provisions of citizenship in India (Indian Citizenship Acts)- who are dual citizen- Rights and Responsibilities of citizen- citizen participation in governance system-who can be a good citizen- A case study of Rohingya issue and Srilankan Tamil refugees.

### **Unit II: Building Relationship**

Themes which are built into the framework of relationships: Character Building (ex. self-respect, fairness, responsibility, integrity, moral courage etc)- Bonding with Family (ex. family unity, love and care, mutual respect, filial responsibility etc) - Sense of Belonging and Being Part of Society (ex. Spirit of sportsmanship, values of team work, consensus building, cooperation, commitment, respect for community, culture and tradition etc) – National Pride and Loyalty (ex. ideals of nation, patriotism)

**Unit III:** understanding culture and cultural values- important civic engagement activities in the community-identification of civic engagement models.

### **Unit IV: Individual and State:**

Understanding Democratic process-practice of Federalism, secularism and social justice in India- Directive Principles of State Policy- Why nation-state fails-Functions and duties of the State - obligations of the citizen to obey the state.

## Unit V: Participation and dissemination in the national and World Issues

Poverty reduction programmes in India- Welfare schemes in India for the urban and rural poor- Environmental awareness-Climate Change-Ecology- Understanding Health and Hygiene (WASH sector), involvement in the NGOs-UNO and its Ideals- Awareness on UN Development goals.

### References

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Finkel, S.E. (2003). *Can democracy be taught? Adult civic education, civil society and the development of democratic political culture*. [Online] Available: <http://www.wmd.org> (June 10, 2013)

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Wilson, J.Q.(1991). *On Character*. Washington, DC: The AEI Press.

Wilson, J.Q.(1993). *The Moral Sense*. New York: The Free Press.

Barber, Benjamin R. : *Public Talk and Civic Action: Education for Participation in a Strong Democracy*. YEAR: 1989.

Newmann, Fred M : *Reflective Civic Participation*, 1989

Pratte, Richard TITLE: *The Civic Imperative: Examining the Need for Civic Education*. *Advances in Contemporary Educational Thought Series, Volume 3*, 1988, Teachers College Press, 1234 Amsterdam Ave., New York,

<http://www2.wgbh.org/mbcweis/esquare/meet.htm>

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# **PUBLIC RELATIONS**

## **Course Rational**

The purpose of this course is to prepare the student to identify public relations as a critical part of the components of Public administration. It will help students learn how to evaluate public attitudes, identify policies and procedures of an organization with public interests and understand how public relations is a management function. Media consideration is an important aspect of public relations. Today public relations are much broader and more market-oriented than in the past. Students will learn about media consolidation, affects of Internet on reporters and public relations departments. Students will also learn about public attitudes, how to establish and develop public relations plans, and execute the plan. The power of publicity is also an important topic that will be explored. Public Relations are not just about textbook learning; it challenges students to use their critical/creative skills in all aspects of Governance.

## **Learning Objectives/Outcomes**

1. Define Public Relations.
2. Review evolution of public relations.
3. Analyze public opinion and how it affects public relations.
4. Discuss the importance of ethics in public relations.
5. Review types of public relations research.
6. Review legal aspects of public relations.

# **PUBLIC RELATIONS**

## **Unit I**

Meaning, Definition and scope of Public Relations – Evolution of Public Relations – Objectives of Public Relations – Goals of Public Relation – Process – Types – Types of Public Relations – Limitation of Public Relations - Indian constitution and freedom of Press-social Media and Media laws in India.

#### Unit II

Role of Media in Society – characteristics of Indian society-Demographic and sociological impact of media in general- mass campaigns for specific issues of social concerns, environment, human rights, gender equality-

#### Unit III

Tools for Relations – Classification Communication – Types of Communication – The press, radio, television, cinema and traditional form of communication- Role of Communication in Public Relations – Press releases – Advertising – Publicity – Lobbying – Publicity – Internet-e-seva

#### Unit IV

National and International news Agencies – PTI, UNI, BBC, CNN – Public relations in India, AIR, DD, National Film Division Corporation. Film Festivals. Press Information Bureau – Public Relations Society of India – Press Council of India – Indian Institute of Mass Communication – Mass Media and Public Relations.

#### Unit V

Public Relations as a Career option – Traits required for a career in Public Relations – career opportunities – career path. Role of PRO in District, State and Nation - Importance and functions of PRO's - Public Relations Department: organization structure- Function – Need for Public Relations by Government.

#### **BOOKS RECOMMENDED:**

1. Srinivasan M.R.Balaji C.D. Industrial Law and Public Relations, Chennai, Margham Publications, 2007.
2. Ahuja B.N and Chhabra S.S. Advertising and Public Relations, Surjeet Publication, New Delhi, 2005.
3. J.N. Jethwaney and N.N Sarkar Public Relations, Sterling Publishers, New Delhi, 2003
4. Seitel, The Practice of Public Relations, tenth edition, Pearson Prentice Hall, 2007
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