

# **SRI VENKATESWARA UNIVERSITY - TIRUPATI**

**SKILL DEVELOPMENT COURSES  
ARTS STREAM  
FIRST YEAR B.A. - FIRST SEMESTER  
UNDER CBCS W.E.F. 2020-21**

## **PUBLIC RELATIONS**

Total 30 hrs (02 h/wk, 02 Cr & Max 50 Marks)

### **Course Outcomes:**

After successful completion of this course, the student will be able to:

1. Understand the historical background and role Public Relations in various areas
2. Have insight into the use of the technological advancements in Public Relations
3. Comprehend tools of Public Relations in order to develop the required skills.

## **SYLLABUS**

### **Unit I (06 Hrs.):**

Public Relations -Meaning, Definition, Nature and Scope, Historical Background, Technological and Media Revolution and Role in Business, Government, Politics, NGOs and Industry.

### **Unit II (10 Hrs.):**

Concepts of Public Relations- Press, Publicity, Lobbying, Propaganda, Advertising, Sales Promotion and Corporate Marketing Services, Tools of Public Relations-Press Conferences, Meets, Press Releases, Announcements, Webcasts.

### **Unit III (10 Hrs.):**

Public Relations and Mass Media, Present and future of Public Relations in India, Ethics of Public Relations and Social Responsibility, Public Relations and Writing-Printed Literature, Newsletters, Opinion papers and Blogs.

  
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### **Co-curricular Activities Suggested: (04 Hrs)**

1. Invited lecture by local field expert/eminant personality on Public Relations
2. Visit to Press
3. Opinion Survey, Media Survey and Feedback
4. Case Studies
5. Organising mock press conferences, exhibitions
6. Assignments, Group discussion, Quiz etc.

### **Reference Books:**

1. Brown, Rob, Public Relations and the Social Web, Kogan Page India, New Delhi, 2010.
2. Cutlipcottetal, Effective Public Relations, London, 1995.
3. Black Sam, Practical Public Relations, Universal Publishers, 1994.
4. S.M.Sardana, Public Relations: Theory and Practice.
5. J.V.Vilanilam, Public Relations in India: New Tasks and Responsibilities, SAGE Publications India Pvt Ltd, New Delhi2011.
6. Websites on Public relations.

  
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Arts Stream

**PUBLIC RELATIONS**

**ప్రజా సంబంధాలు**

**MODEL QUESTION PAPER & PATTERN**

Max Marks: 50

Time: 1 ½ hr (90 Min)

SECTION A (Total: 4x5=20 Marks)

(Answer any **four** questions. Each answer carries **5** marks)

(ఏదైనా నాలుగు ప్రశ్నలకు సమాధానం ఇవ్వండి. ప్రతి సమాధానంనకు 5 మార్కులు)

1. Technological and Media Revolution

సాంకేతిక మరియు మీడియా విప్లవం

2. Publicity

ప్రచారం

3. Corporate Marketing Services

కార్పొరేట్ మార్కెటింగ్ సేవలు

4. Press Conferences

పత్రికా సమావేశాలు

5. Webcasts

వెబ్కాస్ట్ లు

6. Public Relations and Mass Media

ప్రజా సంబంధాలు మరియు మాస్ మీడియా

7. Social Responsibility

సామాజిక బాధ్యత

8. News letters

వార్తాలేఖలు

SECTION B (Total: 3x10 = 30 Marks)

(Answer any **three** questions. Each answer carries **10** marks)

(ఏదైనా మూడు ప్రశ్నలకు సమాధానం ఇవ్వండి. ప్రతి సమాధానంనకు 10 మార్కులు)

9. Write about historical Background of Public Relations.

ప్రజా సంబంధాల చారిత్రక నేపథ్యం గురించి వ్రాయండి.

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Centre for Distance and

10. Online Education (ODS) definition, nature and scope of Public Relations.

ప్రజా సంబంధాలు, ఆన్లైన్ అధ్యయనం, నిర్వచనం, స్వభావం మరియు పరిధిని వివరించండి.

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11. Examine the role of Press in Public Relations.

ప్రజా సంబంధాలలో పత్రికల పాత్రను పరిశీలించండి.

12. Write an essay on Tools of Public Relations.

ప్రజా సంబంధాల సాధనాల పై ఒక వ్యాసం రాయండి.

13. Examine Present and future of Public Relations in India.

భారతదేశంలో ప్రజా సంబంధాల యొక్క ప్రస్తుత మరియు భవిష్యత్తు పరిస్థితిని పరిశీలించండి.

14. Discuss Ethics of Public Relations.

ప్రజా సంబంధాల నైతికత గురించి చర్చించండి.

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**Prepared by: Board of Studies (B.O.S.) in Political Science, S.V. University, Tirupati.**

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