

## OBJECTIVE

The main objective of writing this assignment is to understand the various aspects of writing for media. Develop both linguistics and communication abilities. Write correctly using proper grammar, vocabulary, syntax, spellings and punctuation.

## QUESTIONS

- Q1) Define Public Relations
- Q2) Describe role and importance of Public Relations
- Q3) Describe the functions of PR agency
- Q4) Explain the Scope of PR: Issue Management, Lobbying, Corporate Social Responsibility, Public Opinion, Advertising, Propaganda, Publicity and PR as a marketing tool
- Q5) what is the role of PR in Political Parties and Election Campaigns

## PROCEDURE

For completing the assignment students should refer to the books mentioned in syllabus and they can take help from Internet. The assignment should be handwritten and properly filled. Presentation of assignments is important; students should make assignment in the following manner:

1. Cover page
2. Objectives
3. Index
4. Content
5. Conclusion
6. References
7. Softcopy and Hardcopy
8. Give proper headings and subheadings
9. Explain every topic in points and use diagrams, wherever applicable.
10. Put Examples etc.

## OUTCOME:

After doing the assignment, students will be sensitized to equip themselves with the nuances of writing.

## REFERENCE :

1. Jethwaney, J. N., & Sarkar, N. N. (2015). Public Relations Management. New Delhi: Sterling Private.