

## 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 corporate and Corporate Communication
- Q2) Describe shift from PR to Corporate Communication
- Q3) Define Brand Identity, Brand Image and Brand Reputation
- Q4) Describe Perspectives on Organizing Communication: Vertical, Horizontal and Lateral
- Q5) Explain Crisis Management: Concept and the Case Studies (Infosys Crisis and Nestle Maggie)

## 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. (2010). Corporate Communication: Principles and Practice. Oxford: Oxford University Press.