

KAKATIYA UNIVERSITY
U.G. Mass Communication & Journalism (Under CBCS)
B.A. Final Year
SEMESTER - VI

PAPER-VII: PUBLIC RELATIONS & ADVERTISING

UNIT-I

Definition, nature and scope of PR, its purpose and role in developing countries. Public relations, public opinion and propaganda. PR and Corporate Image. Organization and functions of a PR department role and functions of a PRO. The Pr Process; PR Planning.

UNIT-II

Internal and external publics of an organization, and importance Media relation: Press release, newsletter, brochures, house journals, advertising, exhibitions, annual reports, press kits, meet the press, media briefings audio news releases, video news releases and web sites.

UNIT-III

Community relations- definition and importance, tools to reach community, corporate social responsibility; customer relations-dealing with different types of customers; Dealer, supplier and Investor relations. Public relations in the government, public sector and private sector organizations. PIB, DIPR, DAVP and Directorate of Field Publicity

UNIT-IV

Advertising, Definition, nature scope of advertising. Effects of advertising on different sections of the society. Types of advertising, Classification of different types of advertisements, Newspapers, magazines, radio, T.V., film, video, hoardings, billboards, internet etc, their relative merits and demerits.

UNIT-V

Structure of an advertising agency, various departments, functions. Types of agencies, Full-service agencies, specialized agencies, in-house agencies, creative boutiques.

Reference Books:

1. Cohen; Advertising.
2. Dunn; Advertising its role in modern society
3. P.C Chatterji (1988). Broad casting in India, New Delhi, Sage Publications
4. ULBarua: This is All India Radio.

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PAPER VIII (A) SPECIALISED REPORTING FOR PRINT MEDIA
(FIELD WORK)

(OR)

PAPER VIII (B) SPECIALISED REPORTING FOR ELECTRONIC MEDIA
(FIELD WORK)

Under choice Based Credit System (CBCS) Academic Year 2016-17

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SEMESTER – VI
(GE-2) GENERIC ELECTIVE-II
(FOR ALL SOCIAL SCIENCE FACULTY DEPARTMENTS)

PUBLIC HEALTH AND HYGIENE
Credits: 2

Theory : **hours/week**

Marks:

UNIT – I : NUTRITION AND ENVIRONMENT

- 1.1 Balanced diet and Malnutrition.
- 1.2 Nutritional deficiencies and disorders- Carbohydrates, proteins, lipids, vitamins and minerals.
- 1.3 Occupational, Industrial, agricultural and urban Health-Exposure at work place, urban areas, industrial workers, farmers and agricultural labourers, Health workers and health disorders and diseases.
- 1.4 Environmental pollution and associated Health hazards, Water borne diseases and Air borne diseases.

UNIT-II : DISEASES AND HEALTH CARE

- 2.1 Causes, Symptoms, Diagnosis, Treatment and Prevention - Malaria, Filariasis, Measles, Polio, Chicken pox, Rabies, Plague, Leprosy,.
- 2.2 Causes, Symptoms, Diagnosis, Treatment and Prevention of non communicable diseases - Hypertension, Coronary Heart diseases, Stroke, Diabetes, Obesity and Mental ill-health.
- 2.3 Health care legislation in India – Termination of pregnancy act, Maternity benefit act, Biomedical waste act, ESI act.
- 2.4 First Aid and Health awareness, personal health care record maintenance.

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Skill Enhancement Course

PAPER: IV- PERSONALITY DEVELOPMENT & SOFT SKILLS

Max. Marks: 40

Unit I: Personality Development: Personality Development: Meaning- Characteristics – Determinants – Ingredients of pleasing personality. Learning: Meaning – Characteristics – Significance – Principles of learning. Self esteem: Meaning – Characteristics – Significance - Building self esteem.

Unit II: Self Management: Attitude Development: Meaning – Characteristics – Significance – Building Positive Attitude. Achievement Motivation: Meaning – Characteristics – Significance – Goal setting for achievement – Strategies of achievement motivation. Emotional Intelligence: Meaning – Characteristics – Significance – Strategies of developing emotional intelligence: Fear, Anger and Anxiety.

Suggested Readings:

1. Sarma V S Veluri & Muralidhar D., Personal Empowerment: LOTUS Series - Interactive Learning, CAMEL Limited, 2017.
2. Sarma V S Veluri and Others. Jeevan nipunyalu: LOTUS Series, (Telugu), CAMEL Limited, 2017.
3. K Alex, Soft Skills, S. Chand & Company, 2013
4. Narula, S S., Personality Development & Communication Skills, Taxman Publications Pvt. Ltd. New Delhi.
5. Arora, A., Communication Skills and Personality Development, Kalyani Publishers, Ludhiana, 2015.