



KARNATAK UNIVERSITY, DHARWAD  
ACADEMIC (S&T) SECTION  
ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಧಾರವಾಡ  
ವಿದ್ಯಾಮಂಡಳ (ಎಸ್&ಟಿ) ವಿಭಾಗ



Tele: 0836-2215224  
e-mail: academic.st@kud.ac.in  
Pavate Nagar, Dharwad-580003  
ಪಾವಟೆ ನಗರ, ಧಾರವಾಡ - 580003

NAAC Accredited  
'A' Grade 2014

website: kud.ac.in

No. KU/Aca(S&T)/RIH-279/BOS /MassCommn&Jour (UG) /20-21/1794

Date: 24 MAR 2021

ಅಧಿಸೂಚನೆ

ವಿಷಯ: 2021-22ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಒಂದು ವರ್ಷದ ಸ್ನಾತಕೋತ್ತರ ಡಿಪ್ಲೋಮಾ ಪತ್ರಿಕೋದ್ಯಮ ಮತ್ತು ಸಮೂಹ ಸಂವಹನದ (PG Diploma in Journalism and Mass Communication) ಪಠ್ಯಕ್ರಮವನ್ನು ಪರಿಷ್ಕರಿಸಿ ಅಳವಡಿಸಿದ ಕುರಿತು.

- ಉಲ್ಲೇಖ: 1. ಅಭ್ಯಾಸಸೂಚಿ ಮಂಡಳಿ ಠರಾವು ಸಂ. 06, ದಿನಾಂಕ 15.10.2020.  
2. ಸಮಾಜವಿಜ್ಞಾನ ನಿಖಾಯ ಠರಾವು ಸಂ. 11, ದಿನಾಂಕ 23.12.2020.  
3. ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆ ಠರಾವು ಸಂ. 19, ದಿನಾಂಕ 12.01.2021.  
4. ಮಾನ್ಯ ಕುಲಪತಿಗಳ ಆದೇಶ ದಿನಾಂಕ 12.3.2021

ಮೇಲ್ಕಾಣಿಸಿದ ವಿಷಯ ಹಾಗೂ ಉಲ್ಲೇಖಗಳಿಗೆ ಸಂಬಂಧಿಸಿದಂತೆ, ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯದ ವ್ಯಾಪ್ತಿಯಲ್ಲಿ ಬರುವಂತಹ ಎಲ್ಲ ಮಹಾವಿದ್ಯಾಲಯಗಳ ಪ್ರಾಚಾರ್ಯರುಗಳಿಗೆ ಈ ಮೂಲಕ ತಿಳಿಸುವುದೇನೆಂದರೆ, 2021-22ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಒಂದು ವರ್ಷದ ಸ್ನಾತಕೋತ್ತರ ಡಿಪ್ಲೋಮಾ ಪತ್ರಿಕೋದ್ಯಮ ಮತ್ತು ಸಮೂಹ ಸಂವಹನದ (PG Diploma in Journalism and Mass Communication) ಪಠ್ಯಕ್ರಮವನ್ನು ಪರಿಷ್ಕರಿಸಿ ಅಳವಡಿಸಲಾಗಿದೆ.

ಆದ್ದರಿಂದ, ಸದರ ಮಾಹಿತಿಯನ್ನು ಅಧ್ಯಾಪಕರ ಹಾಗೂ ವಿದ್ಯಾರ್ಥಿಗಳ ಗಮನಕ್ಕೆ ತರಲು ಮಹಾವಿದ್ಯಾಲಯದ ಸೂಚನಾ ಫಲಕಕ್ಕೆ ಲಗತ್ತಿಸಲು ತಿಳಿಸಲಾಗಿದೆ.

ಮುಂದುವರೆದು, ಪಠ್ಯಕ್ರಮವನ್ನು ಕ.ವಿ.ವಿ. ಅಂತರ್ಜಾಲ (website) [www.kud.ac.in](http://www.kud.ac.in) ರಲ್ಲಿ ಪಡೆದುಕೊಳ್ಳಲು ಸೂಚಿಸಲಾಗಿದೆ.

(ಡಾ. ಹನುಮಂತಪ್ಪ ಕೆ.ಟಿ)  
ಕುಲಸಚಿವರು

ಗೆ,

ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯದ ವ್ಯಾಪ್ತಿಯಲ್ಲಿ ಬರುವ ಎಲ್ಲ ಅಧೀನ ಹಾಗೂ ಸಂಲಗ್ನ ಮಹಾವಿದ್ಯಾಲಯಗಳ ಪ್ರಾಚಾರ್ಯರುಗಳಿಗೆ ಮಿಂಚಂಚೆ ಮೂಲಕ ಕಳುಹಿಸಲಾಗಿದೆ.

ಪ್ರತಿ ಮಾಹಿತಿಗಾಗಿ: ಡೀನರು, ಸಮಾಜ ವಿಜ್ಞಾನ ನಿಖಾಯ, ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಧಾರವಾಡ.

ಪ್ರತಿ:

1. ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕುಲಪತಿಗಳ ಕಾರ್ಯಾಲಯ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
2. ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕುಲಸಚಿವರ ಕಾರ್ಯಾಲಯ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
3. ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕುಲಸಚಿವರು(ಮೌಲ್ಯಮಾಪನ) ಕಾರ್ಯಾಲಯ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
4. ನಿರ್ದೇಶಕರು, ಐ.ಟಿ. ಶಾಖೆ, ಪರೀಕ್ಷಾ ವಿಭಾಗ, ಕವಿವಿ, ಧಾರವಾಡ.
5. ಅಧೀಕ್ಷಕರು, ಸಿಡಿಸಿ (ಸಂಯೋಜನೆ) ವಿಭಾಗ, ಕವಿವಿ, ಧಾರವಾಡ
6. ಅಧೀಕ್ಷಕರು, ಬಿಬಿ / ಪ್ರಶ್ನೆ ಪತ್ರಿಕೆ / ಗೌಪ್ಯ / ಜಿ.ಎ.ಡಿ ಶಾಖೆ, ಪರೀಕ್ಷಾ ವಿಭಾಗ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.

**KARNATAK UNIVERSITY, DHARWAD**

**REGULATIONS GOVERNING THE SEMESTERIZED POST  
GRADUATE PROGRAMMES IN KARNATAK UNIVERSITY**

**Post Graduate Diploma in Journalism and Mass Communication  
(PGDJMC)**

**TITLE:**

These Regulations shall be cited as Karnatak University's Regulation governing the Semester zed Post Graduate Programs of Faculty of Social Science.

**EXTENT OF APPLICATION:**

These Regulations shall also extend or apply to all the Postgraduate Programs being conducted by the Post Graduate Department of Journalism and Mass Communication (KUD), Post Graduate Colleges/ Institutes affiliated to the Karnatak University "with prior permission and approval of the University.

**COMMENCEMENT:**

These Regulations come into force from the date on which they are approved by the Chancellor or on such other date as directed by the Chancellor.

# **Post Graduate Semester Courses Regulation Post Graduate Diploma in Journalism and Mass Communication (PGDJMC)**

## **1.0 COURSE OFFERED AND THE DURATION OF THE COURSE:**

- 1.1 Post Graduate Diploma in Journalism and Mass Communication (PGDMCJ)
- 1.2 Duration of each semester shall be 16 to 18 weeks from the date of the commencement of the respective semester. The total duration of PGDJMC is one year having two semesters

## **2.0 ELIGIBILITY CRITERIA FOR ADMISSION:**

- 2.1 A candidate, who has passed at the Degree Examination or equivalent of any recognized University, is eligible for admission to the PGDJMC of this University.

## **3.0 ADMISSION PROCEDURE:**

The admission procedure for the PGDJMC course in the Faculty of Social science shall be as outlined below:

- 3.1 Admission to the PGDMCJ Programme of Karnatak University is only through a Common Admission Process (CAP) conducted by the Admissions Committee of the Post Graduate Department of Journalism and Mass Communication of Karnatak University.
- 3.2 All admissions made by the Admissions Committee of Mass Communication and Journalism, KUD is through a University level counseling and the reservations rules based on the seat matrix in accordance to the existing rules and reservations.

## **4.0 COURSE STRUCTURE:**

- 4.1 The PGDJMC course shall be a one year full time regular evening course designed by the Karnatak University, Dharwad.
- 4.2 Each year consists of 2 semesters each of 16 weeks duration.
- 4.3 Each of the subjects in the semester shall represent a well defined unit of study requiring at least a minimum of 4 hours of teaching (including lectures, tutorials, seminars, , projects etc) per week.
- 4.4 The duration and the calendar of events of the Semester shall be as under:

## **MEDIUM OF INSTRUCTION:**

The medium of instruction shall be English .

### **5.0 ATTENDANCE:**

- 5.1 A student enrolled the Post-Graduate Programme shall be deemed to have satisfied the requirement of attendance if she/he has attended not less than 75% of the total number of working hours in a semester which include I Lectures, Seminars/Tutorials, etc., taken together.
- 5.2 Shortage of attendance to the extent of 10% may be condoned by the Vice-Chancellor on the recommendation of the Chairperson of the Department provided the Chairperson certifies that the reasons furnished by the student for not complying with the attendance requirement are genuine. Candidates whose attendance is less than 70% shall not be condoned. Students who do not satisfy the prescribed attendance requirement shall also not be eligible to appear for the ensuing examination.
- 5.3 Any student, who fails to comply with the minimum requirement of attendance in a particular semester, shall seek re-admission to the respective semester only during the next operational period of such semester.
- 5.4 Candidates who have participated in the National level sports, NSS, NCC and other related activities as stipulated and permitted by the Chairman/Director under the existing ordinance are eligible for exemption in the attendance requirement. "
- 5.5 Although minimum attendance is prescribed by the University, marks are allotted to students to encourage 100% attendance by awarding marks as follows:
  - a) Attendance less than 70%      0 marks
  - b) Attendance from 75% to 80%    1 marks
  - c) Attendance from 80% to 90%    2 marks
  - d) Attendance from 90% to 100%   3 marks

## **6.0 SCHEME OF EXAMINATION**

6.1 There shall be 4 papers in each semester, each course carrying 100 marks except in courses having 25 Internal marks.

- i. Continuous Internal Assessment (IA) of 25 marks and.
- ii. Semester end theory examination of three hours duration for 75 marks.

a) Semester end Theory examination of 3 hours duration for 75 marks.

6.2 The IA marks (25marks) will be awarded through a process of continuous Evaluation on the following components by the course teacher. a) Attendance 5 marks b) Class Test Announced 10 marks each test of total 2 tests. Conduct of Odd &. Even Semester examinations:

6.3 The question paper will consist of 8 questions, of which 5 have to be answered including question No.8 which is compulsory.

6.4 All students of PGDJMC Program are required to fill in his/her exam forms and appear and pass in the semester-end examination in each of the (courses/ subject relevant to his/her program. If he/she is absent for any I semester end examination for any subjects, marks awarded will be zero. However, if any student has filled in his examination form and not appeared for any/all the subjects, he/she shall be awarded zero marks and declared as 'fail' in those subjects. Such candidates who have failed can appear for the supplementary examinations as and when announced by the University.

6.5 University shall conduct only even semester end examinations i.e., II semester for PGDJMC. The odd semester-end examinations will be: conducted by the respective departments or affiliated colleges. The concerned P. G. Department or affiliated college is required to send its consolidated marks (IA + semester end marks indicated separately) in a final format before admission to the subsequent semester. The final marks card for II semester examination shall be submitted after completion of all formalities including filling of forms, payment of fees and attendance consolidation.

## **8.0 Eligibility for Taking the Semester end Examination for II semester.**

- 8.1 Students should pay the relevant non-refundable examination fees before the announced last date by the University.
- 8.2 Students should have a minimum attendance of at least 75% in each of the course he/she desires to take semester examination.

### **9.0 Eligibility for admission to second semester of PGDJMC**

- 9.1 A candidate is required to pass in at least 3 subjects in Semester I (out of a total of 4 subjects) in the I Semester to be eligible for admission to the II Semester.
- 9.2 If a candidate fails to clear at least 3 subjects in Semester-I, he/she will have to appear for the Semester-I Examination as repeater and ONL Y after clearing at least 3 subjects can he be admitted to regular classes of Semester-II in the succeeding year.

### **10.0 Passing and Award of Classes:**

- 10.1 The award of classes to the PGDJMC degree will be based on the aggregate marks obtained in both the semesters (I and II semester).
- 10.2 The award of classes is as follows:

#### **Aggregate percentage**

Above 50% and less than 60 % Second Class  
Above 60% and less than 70% First Class  
Above 70% First Class with Distinction

### **11.0 PROVISIONS FOR REPEATERS:**

- 11.1 A candidate is allowed to carry only 2 out of 4 papers from I semester for admission to II semester for PGDJMC provided he/she has satisfactorily fulfilled the attendance requirement prescribed.
- 11.2 Candidates who have failed remained absent or are opting for improvement in any paper/s shall appear for such paper/papers in the four immediate successive examinations that are conducted. However, the marks secured in the previous attempt shall be retained, if the same is higher, even after appearing for improvement. There shall be no provision for seeking improvement in respect of internal assessment marks.

- 11.3 A student who wishes to apply for improvement shall submit an application to the University authorities along with subsequent semester examination.
- 11.4 The candidate shall take the examinations as per the syllabus and scheme of examination currently in force during the subsequent appearances.
- 11.5 Candidate who seeks improvement shall surrender the Degree Certificate/Provisional Passing Certificate/Original Marks Card issued to him/her.
- 11.6 In all cases, without exception, a student of PGDJMC is expected to complete his/her course within 2 years from the date of admission to the course.

## **12.0 BOARD OF EXAMINERS AND VALUATION:**

- 12.1 A panel of Examiners for PGDJMC will be prepared by the Board of Studies. The Panel will contain both Internal and External examiners. Internal examiners will be all P.G. teachers (including KUD P.G. teachers from sister departments) and only selected teachers from the list of University approved teachers from all affiliated colleges offering PGDJMC.
- 12.2 A Board of Examiners will be constituted by the Board of Studies which will scrutinize and approve the question paper set by the paper setters selected from a Panel of Examiners.
- 12.3 There shall be Double valuation for the semester examinations namely, II ' semester examinations of PGDJMC. The average of marks awarded by the internal and external examiner shall be taken on the final mark to be awarded.
- 12.4 In case the difference between the marks awarded by the internal examiners and the external examiners of any theory is more than 20%, then such theory paper shall be evaluated by the third valuator and the nearest scores shall be average and such average to be declared as the final award.
- 12.5 There will be no challenge valuation as it is double valuation with third valuation in case of differences by the Board.
- 12.6 All papers will be set by external examiners, however, in exceptional cases internal examiner may help in paper setting. In any case, the number of papers set by internal examiners should not exceed 50% of the total papers in the examinations.
- 12.7 In case more than 20% of the papers in respect to any subject need to be evaluated by the third valuator, then such answer scripts shall be valued by the Board of Examiners on the date to be notified by the Chairperson of the Board of Examiners

and the marks awarded by the Board shall be final and binding. There will be no challenge valuation in such cases.

12.8 Generally, first valuation will be done by internal examiners and second valuation will be done by External examiners.

### **13.0 MISCELLANEOUS:**

The Directions, Orders, Notifications issued by the University Authorities in respect of matters not covered by these Regulations shall be final, provided they are in conformity with the provisions of the Karnataka State Universities Act - 2000 and the ordinances, statutes, Regulations and Rules made there under.

**Chairman**

Board of Studies in  
Journalism and Mass Communication



Karnatak University, Dharwad

Post Graduate Diploma in Mass Communication and Journalism

(PGDMCJ) Semester Scheme

One year Evening Course

First Semester PGDMCJ (Scheme of Examination)

Paper	Title of the paper	IA	Theory	Max Marks	Credits
1.1	Introduction to Mass Communication	25	75	100	4
1.2	Reporting	25	75	100	4
1.3	Editing	25	75	100	4
1.4	Indian Constitution and Media Law	25	75	100	4
Total				400	16

Second Semester PGDMCJ (Scheme of Examination)

Paper	Title of the paper	IA	Theory	Total Marks	Credits
2.1	Media Management	25	75	100	4
2.2	Radio TV and Film	25	75	100	4
2.3	New Media	25	75	100	4
2.4	Advertising and Public Relations	25	75	100	4
Total				400	16

**I & II Semester PGDMCJ: 800 marks-32 credits**

**2021-22**

# 1.1 Introduction to Communication

- Unit – I Early Printing, Early Newspapers in UK, USA and India, Development of Language Newspapers, Freedom Movement and the Indian press, Early Kannada press.
- Unit – II Introduction to Journalism: Definition, Nature and Scope, Interpersonal, Intrapersonal, Group and Mass Communication, Verbal and Nonverbal Communication.
- Unit – III Models of Communication: Aristotle, Shanon and Weaver, Osgood, Schramm, David Berlo and Harold Lasswell, DeFleur.
- Unit – IV Normative Theory: Authoritative Theories, Liberation and Social diffusion theory, Media Social responsibilities theory, Agenda Setting and Uses and Gratification.

## References:

- |  |                           |
|--|---------------------------|
| 1) Mass Communication in India                 | Keval J.Kumar             |
| 2) Mass Communication Theory : An Introduction | Dennis M'cquail           |
| 3) Communication Theory and Models             | N.Audal                   |
| 4) Indian Journalism                           | Nadiga Krishnamurthy      |
| 5) Understanding Mass Communication            | Melvin Defluer & E.Dennis |
| 6) Professional Journalism                     | M.V.Kamat                 |

## 1.2 Reporting

Unit – I Functions and Principles of Reporting, Qualifications of a Reporter, Objectives of reporting, Ethics in Reporting.

Unit – II News: Definitions, Elements, Principles of News Writing, Structure of a News Story, News Sources, Interviewing techniques, News Leads, Types of Leads.

Unit – III Reporting Speech, Crime, Sports, Politics, Judiciary, Executive, Legislature and Development.

Unit – IV Fundamentals of Feature writing and its types, Difference between feature and Article, Column, Freelancing, Citizen Journalism.

### References:

- |  |                     |
|--|---------------------|
| 1. Mass Media Reporting, writing & Editing | W.L.Rivers          |
| 2. Hand Book of Reporting and Writing      | Ravindram           |
| 3. News Reporting and Editing              | K.M.Srivatsava      |
| 4. Reporting                               | Mitchell V.Charmley |

## 1.3 Editing

- Unit – I      Structure and Organization of Editorial Department, Role and Functions of Editors, Sub-editors and Journalists, Principles of Editing, Rewriting, Style sheet.
- Unit – II      News editing, Techniques of Headline writing, Types of headlines, new trends in Headline writing, Typography, writing editorials.
- Unit – III     Principles of Page Makeup, Types of Page Makeup- Front and Inside page makeup, design Supplements, Recent trends.
- Unit – IV     Editing softwares, PageMaker, Quark Express, Photoshop, in design, Recent Trends in Printing Technology.

### References:

- |                       |                            |
|-----------------------|----------------------------|
| 1. Editing and Design | Herold Evans               |
| 2. News Headlines     | Herold Evans               |
| 3. The Art of Editing | F.K.Baskette & J.L.Sissors |
| 4. Basic Journalism   | Ramaswamy Parthasarathi    |
| 5. K.M.Srivatsava     | News Reporting and Editing |

## 1.4 Indian Constitution and Media Law

- Unit – I Salient features of Indian Constitution, Directive principles of State Policy, Fundamental Rights and Duties.
- Unit – II Freedom of Speech and Freedom of Expression, Reasonable Restrictions, Freedom of Press in India, RTI-2005.
- Unit – III Law of Defamation, Seditious, Official Secrets Act 1923, Copy right Act, Contempt of Court Act, Legislative Privileges and Contempt of Legislature.
- Unit – IV Press and Registration of Book Act, Newspaper Registration Process, Press Council of India, Legal and Ethical Aspects of Broadcast Media, Cyber Laws.

### References:

- |   |                    |
|---|--------------------|
| 1) Laws of Press in India                   | D.D.Basu           |
| 2) Media Laws and Regulations in India      | K.S.Venkateshwaran |
| 3) Mass Media and Freedom of Press in India | K.S.Pandy          |
| 4) Media and Ethics                         | S.K.Agarwal        |
| 5) Indian Constitution                      | D.D.Basu           |

## 2.1 Media Management

Unit – I Principles of Management and its applications to media organizations, structure and characteristics of media- print and electronic.

Unit – II Media Ownership Pattern, Types of media ownership, Challenges of Media management, Prasar Bharti, Organizational Structure, individual ownership, Vertical ownership, Private Limited Companies, Co-operatives and Societies.

Unit – III Media Monopoly, Cross Media Ownership, Political Economy of Media, Media Marketing.

Unit – IV Circulation Department- Functions and Promotional Strategies, Advertising and Circulation, Audience Measurement, Problems of Small newspapers.

### References:

- |  |                     |
|--|---------------------|
| 1. Newspaper Management                  | Rucker and Williams |
| 2. Newspaper Organisation and Management | Rucker and Williams |
| 3. Newspaper Management                  | Mehra               |
| 4. Electronic Media Management           | Mocavalt & Pvingle  |

## 2.2 :Radio, T V and Film

- Unit – I      Origin, Growth and Characteristics of Radio, Writing for Radio, Types of Radio Programmes, Radio Production Techniques, Private FM Radio.
- Unit – II      Origin, Growth and Characteristics of Television, Writing for Television, TV Programme Production Process, News and Current affairs, Talk Shows, Documentary, Reality Shows.
- Unit – III      Evolution of Cinema, Characteristics of cinema as a Mass Media, Film genres, Film Certification, NFDC, Film Festivals.
- Unit – IV      Broadcast Policy, Regulations of Broadcasting in India, Impact of Electronic Media on Society, Cultural Imperialism.

### References:

- |   |                       |
|---|-----------------------|
| 1. Radio Broadcasting                             | Robart Hillard        |
| 2. Broadcast News Writing: Radio the Fifth Estate | Paul Sureya           |
| 3. The Techniques of TV Production                | Millerson Gerald      |
| 4. Effective TV Production                        | Millerson Gerald      |
| 5. Changing Trends in Public Broadcast Journalism | Jagadish Chakravarthy |
| 6. Our Films and their films                      | Sathyajit Ray         |
| 7. Understanding Film                             | J.B.R Jhonson         |
| 8. Radio and TV Journalism                        | K.M.Shreevastava      |

## 2.3 New Media

- Unit – I Introduction to New Media, Characteristics of New Media, Evolution of information society, E-Governance and divide.
- Unit – II Media Convergence, Online Publications, Content Development, Reporting for online media, Online resources for Journalists, Mobile Phones as tools of news gathering and Processing.
- Unit – III Social Media, Blogging, Twitter, Citizen Journalism, Case Studies.
- Unit – IV Web development tools, web designing and supporting softwares.

### References :

1. Journalism and New Media John V.Pavlik
2. 21<sup>st</sup> Century Journalism: A Practical Guide Andras Nyiro and Others
3. The Digital Designer: 101 Graphic Design Projects Stehen Pite  
for Print, The Web, Multimedia and Motion Graphics
4. Hands on Guide to Video blogging and podcasting Damien Stolarz



## 2.4 Advertising & Public Relations

- Unit – I Evolution of Advertising, Functions of Advertising, Types of Advertising, Socio-Economic Aspects of Advertising.
- Unit – II Ad agency system, Ad Copy, Visualization, Layout, Radio and TV Commercials, Planning advertising campaigns, Media Selection, Brand positioning, FMCG and other consumer merchandise services.
- Unit – III Public Relations (PR), Definition, Nature and Scope, Publicity, Propaganda and Sales promotions, PR Process.
- Unit – IV Types of PR, Internal and External publics, tools of PR, Press Conference, Corporate Communications, Open house, Exhibitions, House Journals, PR Consultancy, PR Professional organizations, Ethics in PR.

### References :

- |   |                     |
|---|---------------------|
| 1. Lecturers on Public Relations          | Balan K.R.          |
| 2. Hand Book of Public Relations in India | Mehata D.S.         |
| 3. Role of Public Relations in Management | Sam Black           |
| 4. Public Relations in India              | Kaul J.M.           |
| 5. Advertising Theory and Practice        | Seti and Chunnawala |
| 6. Advertising made Simple                | Frank Jefkins       |
| 7. Advertising Procedure                  | Otto Cleppner       |