

## L20 - PUBLIC RELATIONS – TOOLS

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### Keywords

Channels of communication	Earn goodwill	Brochures
Speeches	Graphic communication	Newsletter
Display boards	Outdoor media	Press release
Printed word	Face to face communication/ Person To person communication	Hoarding
Exhibitions	Fliers or handbills	Poster media
Win belief	Leaflets, folders or pamphlets	celebrity endorsement

### In-text Questions

#### In-text Questions 20.1

1. Fill in the blanks with the most suitable word given in the bracket.
  - i. Oral communication is also called ————communication. (face to face, interpersonal, intrapersonal)
  - ii. ——— is an example of oral communication. (speech, website, poster)
  - iii. The basic goal of public relations is to ———— the public. (distract, offend, attract)
  - iv. ———— is a form of oral communication involving questions and answers. (speech, interview, campaign)

#### INTEXT QUESTIONS 20.2

1. Given below is a list of descriptions. Relate them to the respective form of printed and graphic communication that you have learnt in the lesson.

SI No.	Description	Type of printed and graphic Communication
i.	Written communication used to make an announcement to the media.	
ii.	printed publication produced at regular intervals	
iii.	folded sheet of printed information which is relevant for a longer period	
iv.	unfolded sheet of printed information presenting a single message	

2. Give any two differences between newspaper and magazine advertising.

### INTEXT QUESTIONS 20.3

1. List any two forms of outdoor media with examples.
2. Fill in the the most appropriate word/s in the blank space:
  - i. Hoarding is an example of ——— media.
  - ii. Radio advertisements combine ——— and messages.
  - iii. Images and text in the print media are ———.
  - iv. Image on the internet offer scope for ——— and ———.
  - v. When messages are written on bus panels, this form of communication is called ——— media.

### INTEXT QUESTIONS 20.4

1. What is a website? How is it useful as a PR tool?

2. Name two celebrities whom you have seen endorsing products on television.
3. List any two features of an exhibition.

## TERMINAL EXERCISES

1. What do you understand by the term 'PR tools' in the lesson. List the different PR tools that you have learnt.
2. Explain the use of oral communication as a PR tool.
3. Differentiate between different types of printed and graphic communication with examples.
4. Describe the importance of broadcast media as a PR tool.
5. How is the print media used to communicate to the public? List the differences between newspaper and magazine advertising.
6. How are exhibitions and celebrity endorsements used to attract the attention of the public

## Previous Year Questions

1. Give any two examples of 'outdoor media'. [2]
2. What is a Brand ? Give suitable examples. 2
3. Write any two PR tools used in communication for the public. [2]
4. What are two communication functions involved in public relations ? 2
5. What is a newsletter? Explain. [4]
6. List the tools of public relations. 4
7. What are the important features of a effective fliers ? 4
8. Broadly classify PR tools used to communicate to the public and briefly discuss any **three** PR tools. 6