

# L19 - PUBLIC RELATIONS – AN INTRODUCTION

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## Keywords

Evolution	Understanding ' and 'effective	Master communicators	Ministry of Information and broadcasting
Two- way process	Interact	Huge mass base	Group discussions
Spoken word or written word	Awareness	Woman public relations executive	Mass medium
Posture	Acceptance	Systematic practice	Xp division
Reassure	Action	Exhibitions	Ministries
Evoke sympathy	Disguise	Tourists	Wing
Mindsets	Administration	Central publicity board/ Central bureau of information/ Bureau of public information	Disseminate
Persuade or influence	Bards	Media units	Goodwill
Ethical means	Glory	Performing Arts	Samples
Audience	Preached	Criticised	Window display
Vital skill	Masses	Parlance	Press conferences
Pamphlets	Brochures	Uphold	Vital information
Bulletin boards	Incentives,	Gain the confidence of the people	Hoardings
Posters	Public Distribution system	Educational concessions	Beautification
Charitable dispensaries	Sponsoring	Public libraries	

## In-text Questions

### In-text Questions 19.1

1. Fill in the blanks with the most appropriate word from those given in brackets:
  - i. \_\_\_\_\_ and public relations are linked to each other. (advertising, communication, television)
  - ii. Public relations is a \_\_\_\_\_ controlled phenomenon. (sender, receiver, message)
  - iii. The most important aspect of public relations is to focus on the \_\_\_\_\_. (product, public, service)
  - iv. Public relations is a \_\_\_\_\_ way communication process between an organisation and its public. (one, two, three)
  - v. The target group that a political meeting has to focus on are the \_\_\_\_\_. (consumers, patients, voters)
2. Define the term 'public relations'.

### In-text Questions 19.2

1. Give two examples of public relations which existed in ancient India.
2. Name any five media units of the Ministry of Information and Broadcasting and indicate the type of mass medium used by them.

Media Unit

Mass Medium

- i.
- ii.
- iii.

### In-text Questions 19.3

1. Name any two methods/ communication devices used in the following types of public relations :
  - i. product public relations
  - ii. employee relations
  - iii. community relations

## Terminal Questions

1. Describe the term 'public relations' with adequate examples.
2. Explain the following:
  - i. evolution of public relations in India
  - ii. structure of the government public relations structure
3. Write short notes on the following:
  - i. product relations
  - ii. employee relations
  - iii. community relations
  - iv. government and political relations

## Previous Year Questions

1. Name the types of media used for a PR campaign. 2
2. List three levels involved in the communication process in public relations. 2
3. What are two communication functions involved in public relations ? 2
4. What is PR campaign? 2
5. Name any four 'media units' of Government of India and briefly give their functions. 4
6. Name any three types of public relations. Give suitable examples. 4

7. Explain the structure of the government public relations in India. 6

8. Explain various types of public relations.

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9. List any three types of Public Relations and describe it.

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10. Elucidate the structure of the government public relations in India. 6