

Mjmc:2

Paper_9:public relations

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Content:

1 introduction to public relations

Definition , nature and scope of public relation

Elements of public relations:publicity and propaganda

Role of public relations in the field of journalism

2public relations and corporate organizations:

Role of public relations in government, industry,public and private sectors

Different national and international organizations and public relations

3public relations and media

Public relations and print and electronic media,new media and traditional media

Public relations and media organizations

4 ethics,accountability and prospects

Code o f conduct of ethics laws and public relations

Job prospects in the field of public relations