



Name : Asma Rabi

ID : 14103

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Instructor : Sir Amjad

MID-SEMESTER ASSIGNMENT

Q1: Define PRs and it's various functions in detail.

Answer :

Definition Of PR :

Public relations is a strategic communication strategy that creates mutually beneficial relationships between organizations and their publics.

Explanation :

Public relations is not that easy to explain it is about relationships with real people. What generally believe it is client development, business development, it is helping the agency to build a better business.

It is important to remember that PR depends upon image. Building a better image of the organisation in a positive manner.

Functions :

There are various functions of PR which is listed as bellow ;

- Conflict management
- Development of organisation
- Reducing gap between local and the public
- Management
- Building a better image
- Sales promotion
- Market competition
- Acts as a bridge (external and internal)

To further clear this let me give an examples we were thought in the class;

Example :

For insurance, universities in Peshawar has their PRO officer. However, when it comes to the university of Engineering in Peshawar . The PRO focuses more on image building through various techniques. Such as giving key chains or glasses with the logo of the University so that people could remember.

To understands this mire deeply, it could be clearly say that the technique works a type if advertisements for the organisation.

Responsibilities :

A public relation officer has much more responsibilities than the owners themselves. Some of the most important responsibilities are given below ;

- Research
- Organise events
- Train employees
- Nourishing strengths
- Press release
- Courier services
- Advertising
- Press Agency
- Publicity
- Sponsorships

Various Names used for PRO and :

1. SPO (sales promotion officer)
2. Communication officer
3. Protocol officer
4. Public relations officer
5. Campus relations officer
6. Media Operator

4P's

PR consists of 4 P's which are really important to remember and always required during the work to remember them. Given as bellow ;

- Product
- Price
- Placement
- Promotion



Conclusion :

To conclude it is essential to know that PR is very vast it depends upon image building and this occurs with effective communication and techniques which are all mentioned above.

Q2 : What do you know about the research also explain its importance :**Answer :**

Research is something that people undertake in order to find out things in a systematic way, thereby increasing their knowledge.

Research is about collecting data, collecting information, learning new things and finding new things. It kind of promotes advancements in knowledge not for one's own self but the knowledge that can help others too.

Types of research :

There are two types of research.

- Qualitative research
- Quantitative research

Different Phases of the research process :

1. Research starts with a bright idea.
2. Question should be found and narrowed and formulated to be studied.
3. Data should be collected, organised and should be summarised.
4. Conclusion should be drawn.
5. Suggestions should be made for further research.

The task of a researcher is to bring some knowledge or a little knowledge in the world.

Benefits of research :

Research can open a lot of doors. It helps in developing certain skills like management and resilience. Some of the advantages are discussed below;

1. Representative :

Research aims to be representative uses a small quantity of something that accurately reflects the longer entity.

2. Controlled :

Restricts or influences factors that might effect the result.

3. Objectives :

Not influenced by personal feelings or opinions in considering and representing facts.

4. Published :

Printed in a book or journal so as to make it generally known.

5. Replicated:

Repeats experiments or trials obtain a consistent result.

Moreover, there are further benefits of research given as bellow ;

- A tool for building knowledge and facilitating learning
- Means to understand various issues and public awareness.
- An aid to business success
- A way to prove lies and supports truth.
- Means to find and seize opportunities.
- A seed to sharing information
- Nourishment and exercise for the mind.



Conclusion :

To conclude, it is important to understand that research is so beneficial that it does increase the knowledge of a researcher himself /herself but also increase the information if others therefore it is very important.

Q3: Write short notes on the following.

1. **Communication**
2. **Development communication**
3. **Development support communication**
4. **Development journalism**

Answer :**Communication :**

Communication is a two way process of exchanging information like ideas, feelings through a medium.

Types

There are two types of communication

1. Verbal
2. Non verbal

Non verbal communication :

This refers to the type of communication that using of words does not occurs. This is communication through body language, eye contact, facial expressions etc.

Verbal Communication :

This is a type of communication that happens through exchanges of words.

This could be either written or oral communication.

Going further deep, the verbal communication has its own kinds which are given as bellow;

- Intra personal communication
- Extra personal communication

- Group communication
- Mass communication or public communication.

2 : Development Communication :

Development communication is about utilizing communication and media as a tool to inform and educate the masses about technology, government, agriculture, basic rights and a lot more.

Development communication is about starting a movement that will lead to sustain development for all the people. Additionally, development communication is a Nobel profession because it focuses on the needs of majority before the needs of the self

For development communication the following points are really important.

- Being sincere
- Passionate
- Creative

In addition, this type of communication serves an important role in society and has a great impact too but if used and practiced accurately.

3: Development Support communication :

Development support communication is an activity aimed for purposive change in a society to improve socio economic condition.

It is systematic use of art and science of human communication to persuade specific group of people to change their habits, lifestyle and thought pattern.

The aim of development support communication is utilization of mass media and other available communication means for mobilization of a specific segment of society towards a particular change.

The main communication of development support communication is the message production unlike normal communication in order to bring socio-economic change in the target society.

Development support communication campaign

Planning of campaign is very important it is a prime step in order to bring a new idea in the mind of the people of society.

Development Journalism :

The term “development journalism” is five decades old. But if the volume of academic research was the lone measure of its reach and impact, then one may erroneously conclude that this field of journalism has hardly had any reach and impact at all. There is a paucity of scholarly studies for a

genre that has proliferated across three continents and was once touted as the new journalism for Third World countries.

Additionally, this term is a mixture of development, communication and journalism. Therefore this is referred to be a type of journalism that helps a community to develop through various types of reports, these reports could be shared through magazines, newspapers, TV, radio, or social media.

Currently, development journalism plays a very huge and important role in the world.

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