

## Mid Semester ASSIGNMENT

**Subject:** Fundamentals of Public Relations

**Program:** BS (MMC) 6<sup>th</sup> Semester

**Instructor:** Amjid Khan

**Mid Term (Spring Semester 2020)**

**Course Code:**

**Time Allowed:**

**Total Marks: 30**

**ID: 13825**

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**Note: Attempt all questions.**

Q1: Define PRs and its various functions in detail?

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

Q3: Write short notes on the following?

- (a) Communication
- (b) Development Communication
- (c) Development Support Communication
- (d) Development Journalism

**Q1: Define PRs and its various functions in detail?**

**Ans:** Public relations: Public relations is a strategic communication process companies, individuals, and organizations use to build mutually beneficial relationships with the public.

- A public relations specialist drafts a specialized communication plan and uses media and other direct and indirect mediums to create and maintain a positive brand image and a strong relationship with the target audience.
- Public relations is a unique management function which helps organizations to establish and maintain mutual lines of communications, understanding, acceptance, and cooperation with their public. It involves the management of problems or issues helps management to keep informed on and responsive to public opinion, defines and emphasizes the responsibility of the management to serve not only the organization but most important the public interest and helps management to stay familiar with environmental changes, serving as a warning system to help predict trends and uses research and good communication techniques as its principal tools.

Functions of Public Relations:

- Anticipating, analyzing, and interpreting the public opinion and attitudes of the public towards the brand and drafting strategies which use free or earned media to influence them.
- Drafting strategies to support brand's every campaign and new move through editorial content.
- Writing and distributing press releases.
- Speechwriting.
- Planning and executing special public outreach and media relations events.
- Writing content for the web (internal and external websites).
- Developing a crisis public relations strategy.
- Handling the social media presence of the brand and responding to public reviews on social media websites.
- Counselling the employees of the organization with regard to policies, course of action, organization's responsibility and their responsibility.
- Dealing with government and legislative agencies on behalf of the organization.
- Dealing with public groups and other organizations with regard to social and other policies of the organization and legislation of the government.

- Handling investor relations.
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**Q2:** What do you know about research also explain its importance?

**Ans:** Research is an art of scientific investigation or technique.

- Research is a systematized effort to gain knowledge and it is a process of collecting, evaluating, and interpreting information to answer questions.
- Research is a process through which an individual or the researcher helps to search the definite or useful information from the number of respondents to evaluate or solve the problem-related questions.

Importance of Research:

- To find out the real facts: Every type of research has its own object but the basic aim of the research is always to find out or obtained the information from the markets and societies and their number of respondents. A researcher evaluates or finds the real or exact information for our problem-related questions.
- To achieve the new thoughts: Anybody can find new thoughts from the research. Research is the process of finding the exact information through proper observation, optimization, and experiments. These are the scientific methods to find out or evaluate the information which is very necessary for evaluating the problem task.
- To evaluate the information: The first aim of the research is to find out the information and then evaluate them in an appropriate or efficient manner so that they can easily design the research problem and solve them also. A researcher evaluates the information through various scientific approaches and methods, statistical analysis and procedures, and another type of tables and graphs.
- Research in Public Relations Management: Research is an essential part of public relations management. Research allows us to engage in dialogue with publics, understanding their beliefs and values, and working to build understanding on their part of the internal workings and policies of the organization. Research makes public relations activities strategic by ensuring that communication is specifically targeted to publics who want, need, or care about the information. Research allows us to show results, to measure impact, and to refocus our efforts based on those numbers. Research in public relations can be formal or informal.
- To improve the understanding: Researcher helps to improve the understanding of a particular topic by asking what else needs to be evidenced before the research is purposeful,

or what knowledge could be assembled from a more focused investigation, or scrutiny of the existing findings.

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Q3: Write short notes on the following?

A: Communication: Communication is a two process in which two or more individual exchange their thoughts. It involves message, sender, medium, receiver and feedback.

There are two types of communication:

- Verbal communication: it is a type of communication in which a subject speaks and another listen to it and then respond accordingly.
- Nonverbal communication: Type of communication in which symbols and signs and other factors of directions are involved.

B: Development Communication: describes an approach to communication which provides communities with information they can use in bettering their lives, which aims at making public programs and policies real, meaningful and sustainable. Such information must be applied in some way as part of community development but it must also address information needs which communities themselves identified. The outcome of this approach, in short, is to make a difference in the quality of life of communities.

- Development communication is the art and science of human communication applied to the speedy transformation of a country and the mass of its people from poverty to a dynamic state of economic growth that makes possible greater social equality and the larger fulfillment of the human potential.

C: Development Support Communication: Development support communication is specifically designed communication strategies which support a particular development program.

- DSC is a concept of communication activities that undertake exchange of development program. Development support communication leads and motivate people towards better life condition.
- DSC may be termed as change in people's physical structure, change in normative values, change in technology, social organization, education, health, economic situation, attitude and behavior etc. through interpersonal communication or media.

PLANNING DSC CAMPAIGN: Planning is said to be a prerequisite of any program and in case of Development Support Communication (DSC) appropriate planning is the primary step for

achieving the goals. DSC campaign is an integrated manner that utilizes different educational and communication methods, aimed at focusing attention on a particular problem and its solution over a period of time.

D: Development Journalism: Development journalism looks at conditions in developing states and how to improve them. It exposes poverty worldwide and helps to research the causes, consequences and how to address poverty in developing nations.

- Development journalists bring attention to issues that are overlooked or under represented by other media and by the international political community. As investigative reporters, they uncover the stories within the stories, revealing the multifaceted nature of poverty.
  - Development journalism may cover the following issues like economic development, agriculture and food security, health, sanitation and medicine, employment, education and literacy, informational technologies development, housing conditions, environmental sustainability, urban and rural development, gender equality, etc.
  - Its main actors are ordinary people rather than official figures, it emphasis is on stability, partnership, harmony, and consensus.
  - Development journalism looks at proposed govt projects to improve conditions in the country, and analyzes whether or not they will be effective.
  - Ultimately the journalist may come up with proposed solutions and actions in the piece, suggesting ways in which they might be implemented. Often this type of development journalism encourages a cooperative effort between citizens of the nation and outside world.
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