

ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD
(Department of Mass Communication)

Course: Public Relations (968)
Level: M.Sc.

Semester: Autumn, 2013

INSTRUCTIONS

1. Assignments 1 and 2 cover units 1–4 and 5–9 respectively.
2. Each assignment carries 100 marks.
3. Write the assignments in your own words.
4. Since the nature of assignment questions requires you to be more analytical, therefore, supplement material from the study guides within information from other suggested readings. Some of the questions require use of examples from Pakistani perspective/setting. So do not simply rehash materials from the study guide verbatim but rely on synthesizing materials from different units of the study in your own language.

LIST OF CONTENTS

This package comprises the following material:

1. Study Guide
2. Assignment No. 1 and 2
3. Assignment Forms 2 sets
4. Schedule for submitting the assignments and tutorial meetings.

Note: If you find anything missing from the above mentioned material, kindly inform:

***The Mailing Officer,
Mailing Section,
Allama Iqbal Open University,
Sector H-8, Islamabad***

Best of Luck

(Shahid Hussain)
Course Coordinator

ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD
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WARNING

- 1. PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM AWARD OF DEGREE/CERTIFICATE, IF FOUND AT ANY STAGE.**
- 2. SUBMITTING ASSIGNMENT(S) BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

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ASSIGNMENT No. 1
(Units: 1–4)

- Q. 1 Define and explain Public Relations. Also elaborate the importance of public relations in life of an organization. (20)
- Q. 2 Discuss in detail the important tools of Public Relations. (20)
- Q. 3 Explain the types of Public Relations with suitable examples. (20)
- Q. 4 Elaborate the PR setup for official and non-official organizations. (20)
- Q. 5 Give a brief account of PR/Publicity network in Pakistan alongwith its activities. (20)

ASSIGNMENT No. 2
(Units: 5–9)

- Q. 1 Explain the various steps involved in a PR Campaign. (20)
- Q. 2 Elaborate the principles and techniques of Persuasion. (20)
- Q. 3 Define Ethics. Also explain the need and importance of a code of ethics in Public Relations. (20)
- Q. 4 Write note on Press Briefing, Backgrounder and Press Conference. (20)
- Q. 5 How an in-House Journal is produced? Also explain the major categories of in-House Journal. (20)