

# **SRI VENKATESWARA UNIVERSITY - TIRUPATI**

**Program: B.A. Honours in PUBLIC ADMINISTRATION**

**SECOND YEAR – IV SEMESTER**

**(W.e.f. Academic Year 2024 - 25)**

## **9. PUBLIC RELATIONS AND COMMUNICATION SKILLS**

### **Learning Outcomes:**

1. On successful completion of the course the students will be able to;
2. Understand the historical background and role Public Relations in various areas
3. Have insight into the use of the technological advancements in Public Relations Comprehend tools of Public Relations in order to develop the required skills.
4. Understand the ethical aspects and future of Public Relations in India
5. Develop writing skills for newspapers and creation of Blogs.

### **UNIT-I**

- a) Public Relations: Meaning, Definition, Nature and Scope, Historical Background
- b) Ministry of Information and Broadcasting - Organizations, Functions.

### **UNIT-II**

- a) Concepts of Public Relations-Press, Publicity, Lobbying, Propaganda, Advertising.Sales Promotion and Corporate Marketing Services,
- b) Tools of Public Relations-PressConferences, Meets, Press Releases, Announcements, Webcasts

### **UNIT-III**

- a) Public Relations and Mass Media, Present and future of Public Relations in India,
- b) Theories of Mass Communication- Cognitive Theory, Authoritarian Theory, Libertarian Theory.

### **UNIT-IV**

- a) Employee and Stakeholder Relations.
- b) Education and Community Relations.

## UNIT-V

A) Ethics of Public Relations and Social Responsibility

B) Public Relations and Writing-Printed Literature, Newsletters, Opinion papers and Blogs  
References

1. Brown, Rob, Public Relations and the Social Web, Kogan Page India, New Delhi, 2010.
2. Cutlipscottetal, EffectivePublic Relations, London, 1995.
3. BlackSam, Practical Public Relations, Universal Publishers, 1 1994.
4. S.M.Sardana, Public Relations: Theory and Practice.
5. J.V.Vilanilam, Public Relations in India: New Tasks and Responsibilities, SAGEPublications India PvtLtd, New Delhi2011.
6. WebsitesonPublicrelations.

### **Suggested Co-Curricular Activities**

- 1) Invited Lectures
- 2) case study analysis.
- 3) Debates on interesting topics
- 4) Seminars, Group Discussions, Quiz, etc.
- 5) Assignments
- 6) Alumni Interactions
- 7) Periodical interactions with Public Relations Staff
- 8) Student Presentations.

  
(M. BHASKARA RAJU)

**FOUR YEAR DEGREE EXAMINATION (Honours) -CHOICE BASED CREDIT SYSTEM**  
**IV SEMESTER – PUBLIC ADMINISTRATION**  
**PAPER 9 - PUBLIC RELATIONS AND COMMUNICATION SKILLS**  
**MODEL PAPER**

(Under CBCS New Regulations w.e.f. The academic year 2023-24)

**Time: 3 Hours**

**Max Marks: 75**

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**I. Answer any FIVE questions:**

**5 X 5 = 25M**

1. Public relations - significance
2. Ministry of Information and Broadcasting functions
3. Publicity and Propaganda
4. Webcasts
5. Mass media - importance
6. Cognitive theory
7. What are the key elements in employee relations?
8. Education and its importance
9. What are key ethical principles of public relations?
10. Newsletters

**II. Answer any FIVE questions**

**5 x10 = 50 M**

11. Explain the elements in public relations.
12. Write an essay about broadcasting.
13. Analyse the means of publicity.
14. Discuss the tools of public relations.
15. Discuss the scope and importance of public relations.
16. Explain about Authoritarian and Libertarian theory of mass communication.
17. Analyse the key elements of stakeholders relations.
18. Discuss education and community relations.
19. Explain the social responsibility in public relations.
20. Discuss about blogs.

  
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# **SRI VENKATESWARA UNIVERSITY - TIRUPATI**

**Program: B.A. Honours in PUBLIC ADMINISTRATION**

**SECOND YEAR – IV SEMESTER**

**(W.e.f. Academic Year 2024 - 25)**

## **10. SOCIAL WELFARE ADMINISTRATION**

### **Learning Outcomes:**

Students at the successful completion of the course will be able to;

- Understand the fundamental dynamics of Social Welfare administration especially from the context of the Indian system.
- Ability to analyze and elucidate various policies by the government of India.
- Critical evaluation of the social planning systems and structures in India.
- Understanding the dynamics of Development and Sustainable development indices and procedures.
- Critical thinking towards various welfare measures & policies drafted towards developmental perspective.

### **UNIT-1**

1. Definition, nature & scope of social welfare, Concepts of social welfare, social administration in India, 2. Community Safety and Well-being (CSWB), models of welfare-familial, institutional, Titmus.

### **Unit 2:**

#### **INTRODUCTION TO SOCIAL POLICY**

1. Definition, meaning and nature of social policy, Objectives of social policy, types of social policy.
2. National Women's policy, National children's policy and National youth policy, Tribal Policy, Policy for aged, Disability policy and Population policy

### **Unit 3:**

#### **INTRODUCTION TO SOCIAL PLANNING**

1. Meaning & definition, Types of Planning - Tactical, Operational & Strategic, Types of plan-Five year plan, annual plan, short term plans, and long term plans.
2. Niti Aayog, features, objectives, constitution, NITI Aayog as a strategy for new India, Atal Innovation Mission.

#### **Unit 4:**

##### **INTRODUCTION TO DEVELOPMENT, SOCIAL & SUSTAINABLE DEVELOPMENT:**

1. Meaning & Definitions, nature of development, indicators of development, distinction between developed, developing and underdeveloped nations.
2. Millennium Development Goals (MDG) and models of development Capitalistic, Communistic, Socialistic & Mixed-Economy, Gandhian approach to development or Sarvodaya movement

#### **Unit 5:**

##### **CONSTITUTIONAL FUNCTION & ROLES OF SOCIAL MANAGERS: (15 Hrs)**

1. Constitution of India, fundamental rights, Directive Principles of State Policy (DPSP), Current budget review.
2. Role of social managers in welfare administration, Policy formulation and development.

#### **REFERENCE BOOKS:**

1. Social Work & Social Welfare Administration: Methods & Practices, Rameshwari Devi Ravi Prakash, Vol I & II 1998, Mangal Deep Publications, Jaipur.
2. Social Welfare, Edited by A S Kholi, 1997, Anmol Publications, New Delhi.
3. Social Welfare & Social Work, Jainendra Kumar Jha, 2002, Anmol Publications, New Delhi.
4. NGO's & Governmental Organisations-Role, Duties & Functions, N C Dobriyalsumit enterprises.
5. Social Welfare Administration in India, Dr D R Sachdeva, KitabMahal Publications.
6. NGO's and Social Welfare-New Research approaches, David Lewis & N Ravichandra, Rawat Publication.
7. Social Policy, John Baldock, Nick Manning &etal, Oxford University Press.
8. Social Policy-Themes & Approaches, Paul Spicker, 2nd edition, Rawat Publication, Jaipur 9. Social Policy & Social Work, A K Rizwi, Mohit Publication.
10. Social Policy & Social Work, David Denney, Oxford University Press.

## **Suggested Co-Curricular Activities**

- 1) Invited Lectures
- 2) Case study analysis.
- 3) Debates on interesting topics
- 4) Seminars, Group Discussions, Quiz, etc.
- 5) Assignments
- 6) Alumni Interactions
- 7) Periodical interactions with Executives and Peoples Representatives

  
(M. BHASKARA RAJU)

**FOUR YEAR DEGREE EXAMINATION (Honours) -CHOICE BASED CREDIT SYSTEM**  
**IV SEMESTER – PUBLIC ADMINISTRATION**  
**PAPER 10 - SOCIAL WELFARE ADMINISTRATION**  
**MODEL PAPER**

**(Under CBCS New Regulations w.e.f. The academic year 2023-24)**

**Time: 3 Hours**

**Max Marks: 75**

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**I. Answer any FIVE questions:**

**5 X 5 = 25M**

1. What are concepts of social welfare?
2. Community Safety and Well-Being
3. What are the objectives of social policy?
4. Population policy
5. Planning-Tactical, Operational and Strategic
6. What are the objectives of NITI Aayog?
7. What are nature and indications of development?
8. Sarvodaya
9. Discuss the Directive Principles of State Policy.
10. Social managers in welfare administration.

**II. Answer any FIVE questions**

**5 x10 = 50 M**

11. Explain the nature and scope of social welfare.
12. Discuss the different models of welfare.
13. Analyse the different types of social policy.
14. Examine the National Women's policy.
15. Discuss different types of plans.
16. Write an essay on NITI Aayog.
17. Analyse the distinction between developed, developing and underdeveloped nations.
18. Discuss Millenium Development Goals.
19. Explain the fundamental rights.
20. Discuss policy formulation and development in India.

  
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# **SRI VENKATESWARA UNIVERSITY - TIRUPATI**

**Program: B.A. Honours in PUBLIC ADMINISTRATION**

**SECOND YEAR – IV SEMESTER**

**(W.e.f. Academic Year 2024 - 25)**

## **11. HUMAN RIGHTS: CONCEPTS AND PRINCIPLES**

### **Learning Outcomes:**

To familiarize the students on the universal declaration of human rights and its implications. To introduce the students on National, State Human Rights commission and human rights courts.

#### **Unit-1:**

Introduction to Human Rights

Definition of Human Rights Characteristics of Human Rights -Theories of Human Rights- The concepts of Liberty, Equality and Justice.

#### **Unit - 2:**

Global Perspective

United Nation and Human Rights Declaration of Human Rights. United Nation Human Rights Commission I. - Universal

#### **Unit-3:**

Human Rights in India-National Human Rights Commission Commission Human Rights Courts. State Human Rights

#### **Unit-4**

Classification of Rights - Civil Rights - Political Rights Economic Rights - Social Rights -Cultural Rights.

#### **Unit 5:**

Vulnerable Groups Rights- Women Rights - Children Rights - Rights of Minorities-Prisoners' Rights.

### **III. REFERENCES**

1. Basu D.D Human Rights in Constitutional Law, 1995.
2. Subramanian S., Human Rights Training, New Delhi: Manas Publications, 1999. 3. Subramanian S., Human Rights: International Challenges, New Delhi: Manas Publications, 1999.
4. Vijay K. Gupta (Ed.), Perspectives on Human Rights, New Delhi: Vikas Publishing House Pvt. Ltd., 1996.
5. Human Rights Education for Citizenship, Amnesty International, 1997.



## **Suggested Co-Curricular Activities**

- 1) Invited Lectures
- 2) Case study analysis.
- 3) Debates on interesting topics
- 4) Seminars, Group Discussions, Quiz, etc.
- 5) Assignments
- 6) Alumni Interactions
- 7) Periodical interactions with Human Rights Activists and Lawyers.

  
(M. BHASKARA RAJU)

**FOUR YEAR DEGREE EXAMINATION (Honours) -CHOICE BASED CREDIT SYSTEM**  
**IV SEMESTER – PUBLIC ADMINISTRATION**  
**PAPER 11 - HUMAN RIGHTS: CONCEPTS AND PRINCIPLES**  
**MODEL PAPER**

(Under CBCS New Regulations w.e.f. The academic year 2023-24)

**Time: 3 Hours**

**Max Marks: 75**

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**I. Answer any FIVE questions:**

**5 X 5 = 25M**

1. What are the characteristics of human rights?
2. Relationship between liberty and equality.
3. What is meant by human rights and define it?
4. Differences between Fundamental rights and Human rights
5. State Human Rights Commissions
6. Describe the structure of the Human rights courts.
7. Classification of rights
8. Economic rights and Cultural rights
9. What is meant by vulnerable groups? mention different vulnerable groups in India.
10. Prisoners' rights in India.

**II. Answer any FIVE questions**

**5 x10 = 50 M**

11. Explain the theories of human rights.
12. Discuss the importance of Liberty, Equality and Justice.
13. Explain the United Nations Declaration of Human Rights.
14. Examine the human rights in practice in India.
15. Critically examine the functioning of the National Human Rights Commission in India.
16. Discuss the composition and functions of the National Human Rights Commission.
17. Elucidate civil rights.
18. Explain the political rights and its importance.
19. Describe the National Commission for Women composition and functions.
20. Discuss the children's rights.

  
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