

SRI VENKATESWARA UNIVERSITY - TIRUPATI

Program: B.A. Honours in PUBLIC ADMINISTRATION

MINOR

IV SEMESTER

(W.E.F. Academic Year 2024 - 25)

3. 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-Press Conferences, 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 3 - PUBLIC RELATIONS AND COMMUNICATION SKILLS
MODEL PAPER
(w.e.f. - 2024-25)

Time: 3 Hours

Max Marks: 75

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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IV SEMESTER

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

4. 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)

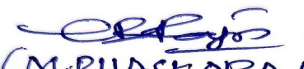
1. Constitution of India, fundamental rights, Directive Principles of State Policy (DPSP), Current budget review.
2. Role of social managers in welfare administration, Policy formulation and development.

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 4 - SOCIAL WELFARE ADMINISTRATION

MODEL PAPER

(w.e.f. - 2024-25)

Time: 3 Hours

Max Marks: 75

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.


(M. BHASKARA RAJU)