

Loyola College (Autonomous)

Chennai – 600034

Public Relations

NIRMALA, Freelance Consultant, is the Guest Lecturer for the subject 'Public Relations, for the M.Voc. Digital Journalism students in the department of KAUSHAL Kendra, Loyola College, Chennai.

Public relations (PR) is the way organisations, companies and individuals communicate with the public and media, forming an important subject in Journalism studies.

In our M.Voc. Digital Journalism curriculum, PR is an elective and students are taught a mix of practical and theoretical approach to the principles of the field of public relations in corporate, non-profit, and agency applications.



Topics such as principles of public relations, budgeting, proposal writing, associated planning, research, and evaluation techniques, are all explained through pertinent case studies and campaign strategies. Through case studies and media samples, the role of public relations in the overall organisational communication structure, theory and practice of news gathering, writing, and editing with emphasis on the print and electronic media, are explored through the medium of oral and written assignments and periodic progress assessments.

In this semester, students worked on two assignments: the first, a group assignment designing a campaign from scratch, to promote the UG department of KAUSHAL Kendra; and second, individual assignment, to interview a PR person in a specific field, as assigned to them by Ms. Nirmla. Grades are marked taking into consideration both written internal tests and periodic assessments in the form of assignments and viva; field work (such as the PR interview assignment) is also a part of the learning methodology to give a complete approach to students in learning the art of modern public relations.