

National Institute of Open Schooling
Senior Secondary Course: Mass Communication(335)
Lesson 19: Public Relation – An Introduction
Work Sheet -19

1. What do mean by Public Relation? Answer the question on the basis of discussion with the suitable person who is working in the PRO office?
2. Evidence of many characters doing public relations work is found in epics like Ramayana and Mahabharata. Make a list of all the characters who have performed public relations work?
3. Describe any three characteristics of public relation; Give the suitable answer that why PRO is important in an organization?
4. What is the role of communication in public relations? Is public relations possible without communication, answer with reasoning?
5. According to you, which medium of public relations would be the most correct and accurate to use for community interaction? List any medium and answer by mentioning each one of their characteristics.
6. Politicians contact with the public. Point out the medium used by politicians in your area to establish public relations. Enumerate the mediums used.
7. What are the functions of CPRO and DPRO officers in a government organization? Show their functions in a tabular form.
8. Comparing the public relations system of ancient India and modern India? Argue on the basis of your thinking and experience.
9. Demonstrate the public relations structure through a diagram.
10. Who was the first Indian PRO woman in ancient India? Evaluate the three major works done by her.