

National Institute of Open Schooling
Senior Secondary Course: Mass Communication(335)
Lesson 20: Public Relations: Tools
Work Sheet 20

1. Public relations is an art of understanding and explaining ideas, answer this statement with accurate examples.
2. Explaining the benefits of public relations, make a list of all its positives.
3. You are the owner of a chips making company, select any two outdoor advertising related to your business and answer with understanding which outdoor advertisement will be useful for your business.
4. Prepare a press release on any one cultural program.
5. What is print and graphics communication? Make a comparative study of both
6. Decide the list of tools used in public relations and write the advantages of public relations through the list.
7. Exhibitions are used to attract public attention, go to an exhibition in your locality and share the experience gained with your family.
8. What is the purpose behind inviting eminent persons to social events? Which type of public relations is it, explain its three advantages and offer your suggestions.
9. What is Google? Discuss its use and need in daily life in detail with your family and answer in the above context through a comment.
10. Show with the help of a table of public relations used by Print, Television, Radio and New Media.

Print	Tool	Tool	Tool
Television			
Print			
Radio			
New Media			