

Course Code: P24MLS10B

Course Name- 2.4: (A) PUBLIC RELATION AND COMMUNICATION SKILL

Credit Distribution			Total Credits	Internal Marks	Semester Marks	Total Marks
L	T	P	L+T+P	C1	C2	C3
4	-	-	4	25	75	100

Objectives:

- To teach the concepts of Public Relations in LIS environment and develop communication skills.
- To enable the students to learn technical writing and reporting methods.

A. Course Outcome (CO)

After completion of the course, students will become familiar with the basic concepts in Library & Information Science.

COs	Course Outcome	Level	Level
CO1	Illustrate the different types of communication skills	Apply	K3
CO 2	Understand the traits of personality and its role in personal grooming.	Understand	K2
CO 3	Examine the public relation skills and liasoning with users.	Analyze	K3
CO 4	Formulate the concept of leadership and vision of the organisation	Evaluate	K4
CO 5	Understand the management approaches of organizational environment.	Understand	K2

Unit –I

Communication skills: Concept, elements, types and stages. Verbal Communication: Concept, Techniques, Writing skills and tools; preparation and presentation of a project proposal. Non-verbal communication; Body language. Posture, Kinesics, Gesture, Haptics, Paralanguage

Unit - II Personality and its Characteristics

Personality Types, Traits and Characteristics; Soft Skill Development Attitude, Appearance

Unit – III

Personality development: Stress management, Time management and crisis management.

Unit-IV

Public Relations; Concept, Meetings and Negotiation-strategies. Publicity; Promotion; Liasoning with Library Authority and Patrons

Unit : V

Team Leadership; Problem Solving; Negotiation Skills & Strategies; Visionary and Futuristic Approach

Unit: VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

Time Management; Stress Management; Project Management; Conflict Management and Crisis

Selected Readings:

1. Andy Green, Effective Communication Skills for Public Relations (PR in Practice) , Kogan Page Business Books (December 2005).
2. http://persmin.gov.in/otraining/UNDPProject/undp_modules/PublicRelationsNDLM.pdf
3. <http://heidicohen.com/public-relations-definition/>
4. <http://managementhelp.org/organizationalcommunications/internal.htm>
5. <http://www.pria.com.au/sitebuilder/forms/forms/file/34-174/Melanie%20James%20article%20Asia%20Pacific%20PR%20Journal.pdf>
6. <http://www.elon.edu/docs/e-web/academics/communications/research/02MatthewsEJSpring10.pdf>
7. Information and Communication for Development: Global Trends and Policies, Washington: World Bank, 2006
8. Mahalanobis, Parvati, Text book of Public Relations and Corporate Communications, Dominant Publishers, New Delhi, 2005
9. Krishna Mohan, Developing Communication Skills Macmillan Publishers India; Second edition (2009)
10. Shah, Vimal P, Development Communications and Change: Impact Study, Prentice- Hall, 2006
11. McGrath, E H, Basic Managerial Skills for All, Prentice-Hall, New Delhi, 1996
12. Sharma, Diwakar, Public Relations, Deep & Deep, New Delhi, 2004
13. Nirmal, Bhatnagar, Public Relations: an emerging specialized profession, Deep & Deep, New Delhi, 2004
14. Sanjay Kumar Communication Skills Oxford University Press, 2011

C. Mapping of COs with POs & PSOs

Mapping of COs with POs & PSOs										
COs	Programme Outcomes					Programme Specific Outcomes				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	2	3	3	3	3	3	1
CO2	3	3	3	2	3	3	3	3	3	1
CO3	3	2	3	2	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	1	3	3	3	3	3	2