

## **Manipal University Jaipur organizes a webinar on Public Relations**

"In a world of noise, Public Relations specialists are the clear voice that cuts through the clutter and delivers the message with impact." - Katie Delahaye Paine

The Department of Journalism and Mass Communication, Manipal University Jaipur organized a Webinar on 'Public Relations in India: Emerging Challenges and Opportunities,'

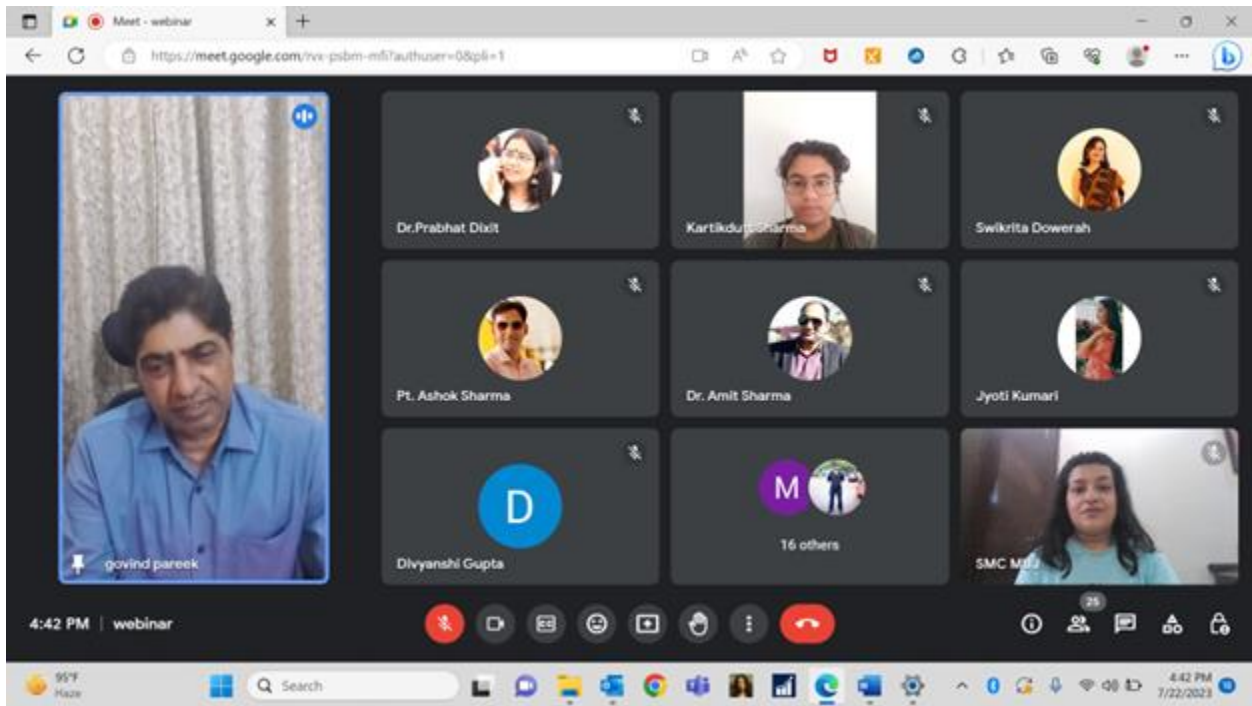
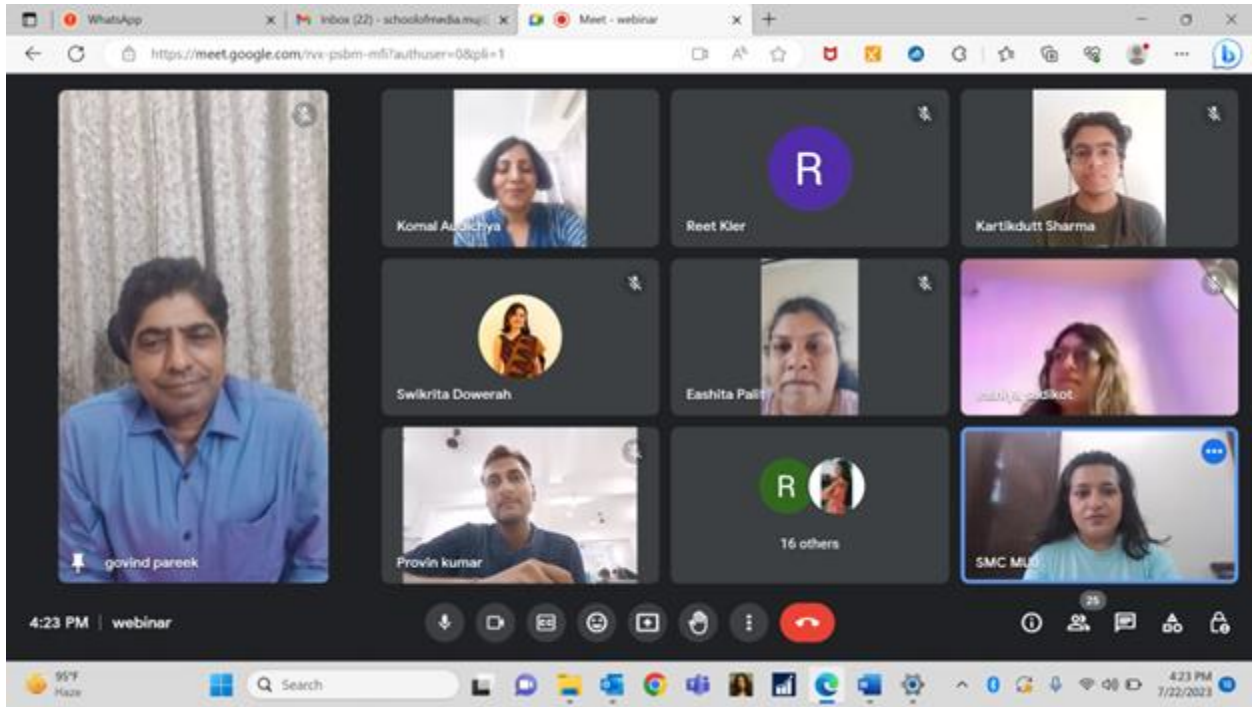
The Speaker was Dr. Govind Pareek, the additional director of the government of Rajasthan's Department of Information and public relations. The program was started with a welcome note by the Dean, faculty of art Dr. Prof. Komal Audichya. She said that nowadays PR is a very important area in the field of mass communication and our students are going to be benefitted.

Speaking during the event, Dr. Govind discussed how Public Relations has grown in importance over the years. Initially, there were few organizations, thus there were few possibilities for people in this profession. However, as organizations grew over time, so did these opportunities. He then went on to discuss the traits of a public relations specialist, including great writing and editing abilities by the needs of the business, Presentation that is appealing, self-assured, current, should have a positive attitude, patience, outspoken and should be trustworthy, and capable of running and handling press conferences and events. He added that having strong media connections is essential for effective PR practitioners.

He also discussed some of the key PR tools, including social media and more conventional methods like press conferences, puppet shows, and live events. He also discussed how a major difficulty for public relations professionals today is fake news, particularly on social media with a wonderful example.

Paying the vote of thanks, the Head of, the Department of Journalism and Mass Communication, Dr. Vaishali Kapoor said that the importance of PR cannot be ignored nowadays. During the event all faculty members and students were present. In the webinar, the students of the department also asked many questions and the guest answered them very well.

Overall, it was a great opportunity for the students to engage in webinars and interact with a personality well-known in the field of Public Relations.





MANIPAL UNIVERSITY  
JAIPUR



**School of Media and Communication  
Manipal University Jaipur**

**Department of Journalism and Mass Communication**

*Invites you for a webinar*

*on*

**Public Relations in India:  
Emerging Challenges and Opportunities**



22 July (Saturday), 2023



04:00 PM - 05:00 PM

*Speaker*



**Dr. Govind Narayan Pareek**  
Additional Director,  
Department of Information &  
Public Relations, Govt. of Rajasthan

**Webinar Link:**

<https://meet.google.com/rvx-psbm-mfi>

