

UNIVERSITY OF MUMBAI
No.UG / 357 of 2009

CIRCULAR :-

The Head, University Department of Communication and Journalism, and the Principals of the affiliated Colleges in Arts are hereby informed that the recommendation made by the Ad-hoc Board of Studies in Master of Communication and Journalism at its meeting held on 16th January, 2009 has been accepted by the Academic Council at its meeting held 13th February, 2009 vide item No. 4.14 and subsequently approved Management Council at its meeting held on 22nd May, 2009 vide item No. 27 and that, in accordance therewith, the Master of Arts in Public Relations has been Introduced by the University with effect from the academic year 2009-2010 and that the same has been started in the University Department of Communication and Journalism from the academic year 2009-2010.

Further that in exercise of powers conferred upon the Management Council under Section 54 (1) and 55 (1) of the Maharashtra Universities Act, 1924, it has made **Ordinances 5818, 5819 and Regulations 6065, 6066, 6067, 6068, 6069, 6070, 6071, 6072, 6073, 6074, 6075, 6076, 6077, 6078, 6079, 6080, 6081, 6082, 6083, 6084, and 6085** including syllabus relating to the Master of Arts in Public Relations is as per Appendix and that the same has been brought into force with effect from the academic year 2009-2010.

PRIN.K.VENKATARAMANI
REGISTRAR

MUMBAI-400 032
14th September 2009

To,
The Head, University Department of Communication and Journalism,
the Principals of the affiliated colleges in Arts.

A.C./4. 14/13.02.2009
M.C./27/22.05.2009

No.UG/357-A of 2009,

MUMBAI-400 032

14th September, 2009

Copy forwarded with compliments for information to :-

- 1) The Dean, Faculty of Arts
- 2) The Chairman Ad-hoc Board of Studies in Communication and Journalism
- 3) The Controller of Examinations.
- 4) The Co-coordinator, University Computerization Centre.

(D. H. KATE)
DEPUTY REGISTRAR
(J.G.P.G. Section)

UNIVERSITY OF MUMBAI



ORDINANCES, REGULATIONS AND SYLLABUS FOR THE MASTER OF ARTS IN PUBLIC RELATIONS

(Introduced with effect from the academic year 2009-2010.)

ORDINANCES, REGULATIONS AND SYLLABUS INCLUDING SCHEME OF PAPERS FOR THE MASTER OF ARTS (PUBLIC RELATIONS)

Preamble :

Public Relations is one of the oldest professions in the world. It has changed and evolved differently in different parts of the world with the changing Economic, Social and political conditions. It has gained momentum as a profession in India in the last ten years. From being mere 'guest relations' officers to gaining a seat amongst the top management of a company as communication managers, the profession has come a long way. With advancement of technology and communications, both the public and the private sector have realised the importance of communicating with its important target audiences. There is also a vital need for well-trained personnel in all sectors who can deal with the Indian and international media alike. It has also become imperative that they are well equipped with the various tools of public relations to communicate and enhance their image in the eyes of the publics. It has become essential to train candidates not just in the practice but the theory of the profession too, such that its application in the field helps improve communication between the organisation and its various publics.

To address this much awaited need the Department of Communication and Journalism has introduced a two-year full-time post-graduate course in Public Relations which would be starting in the new academic year 2009-2010. The course would be divided into four semesters each having four modules. There will be an extensive mix of practicals and theory in each semester. The fourth semester will entail the candidates to undertake a dissertation which will be an extensive research in the field of public relations.

The course will have a set of experienced faculties who will be from the Department of Communication and Journalism and eminent professionals from the field.

0. 5818 :- TITLE :

Master of Arts (Public Relations)

0. 5819 :- Eligibility:

FOR FRESH STUDENTS

Students seeking admission to the Department of Communication and Journalism have to write an essay of not less than 500 words and not more than 800 words (typed in double spacing on a single sheet of paper and signed by the student) on their purpose for seeking admission to the course. This essay has to be submitted along with the application form. The essay has to be in the form of an argument justifying the purpose of taking the course. This essay may be written in English, Hindi or Marathi.

The student must produce testimonials from at least two teachers who have personally taught the student in school/college stating why the teachers feel that the student should do the course and how the course will benefit the student. The testimonials may not exceed 150 words each. The testimonial must mention the period that the teacher has been associated with the student, in which institution and how long has the teacher been with the said institution. The testimonials must accompany the admission form. The testimonials may be written in English, Hindi or Marathi.

The Department of Communication and Journalism shall conduct a test comprising of a written examination of 100 marks, a group discussion of 100 marks and a personal interview of 100 marks. Candidates, who have passed their Bachelors Degree in any faculty from the University of Mumbai or any other University recognised by the University of Mumbai and those who have submitted the application forms of the Department of Communication and Journalism along with the statement of purpose and the two testimonials mentioned above, shall be eligible to appear for this examination.

The written test: The student shall be given four questions/statements to debate and discuss. Broadly the questions shall cover local, national, international issues and ideas. There will be a question on creative writing. There will be a word limit put to every question. The student, in this test, is being assessed for originality and quality of content (20 marks), language and grammar (10 marks), articulation (10 marks), historical context (20 marks), word management – whether the student stays within the word limit (20 marks) and conclusion (20 marks).

The Group Discussion: Students shall be given a subject to discuss and debate. The students are being assessed for language (25 marks), presentation (25 marks), articulation (25 marks) and content (25).

The Interview: Each student will be given three minutes to present herself/himself and clearly state her/his purpose and motivation of doing the course. The student is to present orally. No electronic devices such as laptops are allowed. The student can present in English, Hindi or Marathi. The student is being assessed for language (25 marks), presentation (25 marks), clarity of purpose (25 marks) and overall impression (25 marks).

The candidate taking the examination will have to score an aggregate **150 marks** in the three tests to qualify for admission to the course.

Admission to the course shall be decided by merit in marks obtained in this examination.

For students other than University of Mumbai, the admission to the course is provisional subject to the student producing an eligibility certificate within the first month from the beginning of the course.

R. 6065 :- Structure of the Course

Part	Semester	Subjects	Contact Hours per subject	Credits per subject	Total Contact Hours	Total Credit
I	I	4	32	2	128	8
I	II	04	32	2	128	8
II	III	4>	32	2	128	8
V	IV	Full Time Research	Full Time	8	8 Months Thesis	8

A minimum of 8 credits of course work is required for passing Part I and become eligible to appear for Part II. A minimum of 8 credits of course work and thesis are required for passing Part II. Only if a student passes Part II will the award of the degree with GPA be awarded. If a student opts to take more courses within the department the student shall be awarded additional credits as assigned to the specific course and these shall be mentioned in the degree certificate. Those students in Part II who accept teaching assistance assignments in the Department for a minimum 114 hours shall get one credit in their Part II course. This additional credit will be separately mentioned in the degree certificate.

R. 6066 :- Grade Point Average

The University has introduced a 4-point grade scale for M.Tech. (Green Tech). We shall be following the same system. The overall GPA includes both institutional and transfer work. The students' performance will be monitored continuously through quiz, assignment, participation in class discussions/attendance and the end-term semester examination for all theory and practicals. The weightage will be 50 per cent for continuous evaluation and 50 per cent for the end-term examination.

Or each of the grades below, the grade carries quality point weights.

Grade	Marks out of 50	Quality Points 4	Marks out of 100
A+ - Outstanding	46-50	4	90-100
A - Excellent	41-45	3.75	80-89
B+ - Very good	36-40	3.5	70-79
B - Good	31-35	3	60-69
C - Satisfactory	26-30	2	51-59
D - Passing	25	1	50
F - Failure	24 or less	0	49 or less
WF - Withdrew Failing	0		

Grade Point Averages are calculated at the end of each term after grades have been processed and after any grade has been updated or changed. Individual assignments/quiz/surprise tests are all based on the same criterion as given above. The instructor should convert his marking into the quality points.

R. 6067 :- How to calculate a GPA

The Grade Point Average (GPA) is calculated by dividing the number of hours scheduled in all subjects attempted in which a grade of A, B, C, D, F or WF has been received into the number of quality points earned on those hours scheduled.

For example, a student had the following schedule. The tutor determines the total number of quality points and the GPA as given below:

Subject-Hours-Grade	Quality Points for the Subject
Subject I-3-A	$3*4=12$
Subject II-4-C	$4*2=8$
Subject III-3-B	$3*3=9$
Subject IV-1-A	$1*4=4$
Subject V-3-B	$3*3=9$
Total Hours = 14	Total Quality Points = 42

Sum of Quality Points/Total Number of Hours = GPA

$$42/14=3.0$$

The student gets B Grade.

In all case where selection is to be done award - of prizes/placement etc., selection is based on CGPA unless some other measure is advocated under the conditions of the award. A student gets rigorous academic input here over the curriculum. The University expects absolute academic honesty from all the students. In the exams/assignments/tutorials/project a student must report his/her own work/analysis and conclusions. Whenever he/she uses other's work he/she must give proper citation references. The Department of Communication and Journalism has zero-tolerance for plagiarism. If found, the student shall be barred from further studies in the Department and all previous credits that the student may have acquired in the Department shall also be withdrawn.

R. 6C68 :- Every candidate registered for the Degree of MA (Public Relations) shall be required to pass a theory examination which will be held in three parts: Part I – to be hereinafter referred to as Semester I and Semester II examinations and Part II – to be hereinafter referred to as Semester III. The Semester I will be normally of 16 weeks classroom teaching/lectures duration and the examination for this semester will be held during/after 17th week after the commencement of the Semester I. Semester II will also be normally of 16 weeks classroom teaching/lecturers duration and the examination for this semester will be held during/after 16th week after the commencement of Semester II. Semester III will also be normally of 16 weeks classroom teaching/lecturers duration and the examination for this semester will be held during/after the 16th week after the commencement of Semester III.

R. 6C69 :-Every candidate registered for the Degree of MA (Public Relations) shall be required to carry out research work in all the four semesters.

R. 6070 :- No candidate will be admitted to the Semester I examination unless he produces a satisfactory testimonial of having passed the qualifying examination referred to in O... and having kept one term to the satisfaction of the Head of the Department.

R. 6071 :- Failure to pass the Semester I examination of the MA (Public Relations) Course will not disqualify the candidate from continuing his/her studies for Semester II. Failure to pass the Semester I examination will not disqualify the candidate for presenting herself/himself on a subsequent occasion on a new application being forwarded and a fresh examination fee paid. Such a candidate is also allowed to keep terms and appear for the Semester II examination, notwithstanding the fact that he may not have cleared the Semester I examination. A candidate who has kept two terms to the satisfaction of the Head will be eligible to take the Semester II examination.

R. 6072 :- A candidate who has failed to clear the Semester I and/or the Semester II examination will be disqualified from presenting herself/himself for the Semester III examination because Semester III is a specialised component. Thus, a candidate must have cleared both Semester I and Semester II to be able to keep terms for Semester III. Only a candidate who has cleared Semester I as well as Semester II and kept terms of Semester III to the satisfaction of the Head will be eligible to present herself/himself for the Semester III examination. A candidate who has cleared both Semester I and Semester II shall be given a Certificate that the candidate has successfully cleared Part I of the two-year MA (Public Relations) course.

R. 6073 :- Failure to pass the Semester III examination of the MA (Public Relations) Course will not disqualify the candidate from continuing his/her studies for Semester IV. Failure to pass the Semester III examination will not disqualify the candidate for presenting herself/himself on a subsequent occasion on a new application being forwarded and a fresh examination fee paid. However, the result of the thesis will not be declared until the student has cleared Semester III and kept terms to the satisfaction of the Head.

R. 6074 :- Notwithstanding the paper/s the candidate fails to clear in any Semester, she/he will have to present herself/himself for an examination of all the papers in that Semester on a subsequent occasion on a new application being forwarded and a fresh examination fee paid.

R. 6075 :- Every candidate registered for the Degree of MA (Public Relations) shall be required to carry out research work for the thesis under the supervision and guidance of a recognised University Teacher. Whole or a part of the research work could also be carried out in an industrial establishment or a research institution approved by the Head. The research project shall be assigned within a four weeks of the beginning of Semester III. Three typewritten copies of the thesis embodying the result of the research project together with a synopsis and a statement indicating to what extent the candidate's work is original and to what extent it is referred to other sources, shall be submitted by the candidate to the Controller of Examinations, through the candidate's guiding teacher. The thesis shall be candidates' own work carried out under the guidance of her/his teacher and shall be submitted to the Controller of Examinations at the end of the Semester IV of attendance. The time limit for the submission of the thesis can be extended maximum up to the fifth semester, upon payment of fresh fees of Rs.5000/-. Extension of the limit will be on the basis of recommendations from the Research Supervisor and approved by the Head.

R. 6076 :- At least two months before submitting his/her thesis a candidate shall forward to the Controller of Examinations through the University Teacher under whom he has worked or by whom he has been guided, a statement giving the title and the synopsis of the thesis along with his form of application for admission to the examination and a fee of Rs 1,000 (Rupees One Thousand only). In the synopsis the candidate shall indicate the broad outlines of the work carried out by him. Before submission of the thesis every candidate should present Research Colloquium at least two weeks prior to the submission of the thesis. Colloquium schedule should be formally announced at least ten days before the presentation and the colloquium shall be open to all.

R. 6077 :- Every candidate shall submit a certificate signed by the guiding teacher under whom he has worked stating that there is a *prima facie* case for the consideration of the thesis. Such a certificate has to be submitted along with the synopsis of the thesis. Such a certificate shall be regarded as satisfying the Research and Recognition Committee for the Ad Hoc Committee of the Department of Communication and Journalism that the candidate has done sufficient work to enable him to appear for the examination.

R. 6078 :- The thesis shall be referred for examination and report to two referees, to be appointed by the Board of Examinations on the Recommendation of the Research and Recognition Committee or the Ad Hoc Committee of the Department of Communication and Journalism; one of the referees being always the guiding teacher. If both the referees recommend the thesis for the award of the degree, viva-voce examination shall be conducted jointly and at the time of viva-voce examination, copy of the thesis should be in their possession. The referees to whom the thesis is referred for examination, shall, after valuing the thesis and holding viva-voce examination, report to the Controller of Examinations whether the thesis should be accepted or rejected and their report shall be final.

If at the time of the viva-voce examination one of the referees rejects the thesis, while the other recommends it for the degree, the Board of Examination shall appoint a third referee and shall decide whether the thesis be accepted or not for the award of degree, after considering the reports of all the three referees. In addition, viva-voce examination of the candidate should be conducted once again by the new referee, guiding teacher and one of the members or nominee of the Research and Recognition Committee for the Ad Hoc Committee for the Department of Communication and Journalism. Majority decision as to whether the thesis should be accepted or rejected shall be final. This decision shall be circulated to the members of the Research and Recognition Committee of the Ad Hoc for the Department of Communication and Journalism and placed before the Board of Examinations for information.

In case the two referees differ in their opinion on accepting the thesis prior to holding the viva-voce examination, the Ad Hoc committee will appoint the third referee and shall decide whether viva-voce examination should be conducted or not depending upon two of the referees accepting or rejecting the thesis. If the thesis is accepted, two of the referees accepting the thesis for the degree will conduct viva-voce examination in accordance with the procedure outlined below.

If two of the referees reject the thesis, the viva-voce examination will not be conducted. The candidate may resubmit the thesis within one year from the date he is informed about the thesis being rejected. The candidate has to pay fresh tuition and examination fees. If the candidate does not submit the thesis within this period or if his thesis is rejected again, he will not be granted re-admission for the MA (Public Relations) Degree course.

Provided further that the thesis submitted and accepted for the degree shall be given a grade:

Grade	Quality Points
A+ - Outstanding	4
A - Excellent	3.75
B+ - Very Good	3.5
B - Good	3

The grade to be awarded shall be decided by the referees valuing the thesis depending on the quality and the presentation of the research work and performance at the viva-voce examination. If the research work included in the thesis is already published or accepted for publication in a peer reviewed international journal, the candidate shall provide a proof of the same. Only such a candidate should be considered for A+ grade. A mention of the grade so awarded shall be made in the results of the examination.

R. 6079 :- The successful candidate shall be awarded the combined GPA in the final degree certificate jointly on the basis of the results of the Semester I, II and II examinations and the thesis submitted by her/him.

R. 6080 :- A thesis that has been rejected may be submitted again after due revision and payment of fresh tuition and examination fees. The revised thesis has to be submitted within two semesters after rejection.

R. 6081 :- A candidate registered for the degree of MA (Public Relations) may, on the merits of the individual case (GPA of 4.00 at the Semester I, II and III examinations) and on the basis of the research conducted by her/him during the third semester, will be eligible for the transfer of registration to PhD (Arts), provided the candidate's case has been recommended by a Committee consisting of (1) Head of the Department, (2) Research Guide and (3) Senior Professor, subject to the approval by RRC of the University. A slight change in the thesis title may be permitted while changing to PhD (Arts) Registration. In such an event, the candidate will not be awarded MPR Degree.

R. 6082 :- The scheme of papers for Semester I, Semester II and Semester III is laid down as follows:

Semester I

- **Public Relations Theory and Practice (2 credits, 32 hours)**
This paper will give a basic introduction to the subject and discuss the history, background, theoretical process and the current practice of this profession.
- **Media Relations & Media Writing (2 credits, 32 hours)**
This module will introduce media and non-media tools of public relations and the various forms of writing in public relations.
- **Introduction to Organisation Behaviour and HR policies (2 credits, 32 hours)**
Basics of Organisation Behaviour and Human Resource Policies and Practices will be discussed in this module.
- **Introduction to Financial Management and Marketing (2 credits, 32 hours)**
Concepts of financial management and marketing which are useful to the field of Public Relations will be introduced in this module.

Semester II

- **Public Relations Campaigns (2 credits, 32 hours)**
The aim of this module is to introduce to the student the theory and practice of developing public relations campaigns.
- **Research Methodology in Public Relations (2 credits, 32 hours)**
The importance of research methodology in the sphere of public relations is explained at length in this module. It empowers students to use research tools in conducting various types of research needed in public relations.
- **New Media and Technologies in Public Relations (2 credits, 32 hours)**
The new media tools and technologies that enhance effective communication today have been elaborately covered in this module.
- **Introduction to Legal and Ethical Guidelines in public relations (2 credits, 32 hours)**
Public relations functions in a business and legal environment. The aim of this paper is to prepare the student in company law and media laws.

The students has to undergo an internship in a company / agency – 6 weeks during summer vacation, where the student has to compulsorily prepare a report at the end of the tenure of the internship.

Semester III

- **Public sector PR**

This module would introduce to the students the nuances of this discipline and equip them with all the nitty-gritty's of government public relations.

- **Private Sector PR**

With the growing private sector in the country, knowledge of the functions of public relations in this area becomes extremely important. This module will train students in detail in the know-how of how the private sector public relations operates.

- **Agency PR**

This module intends to make entrepreneurs of students so that they are well-equipped to start off their own agency business. It will thoroughly train students in all the aspects of running an agency with all the processes involved in doing the business.

- **Media Advocacy**

India has been a rich country in political campaigning and advocacy of social issues. It is extremely important for students to understand the basics of this field and to explore in depth the processes of working on these issues.

Semester IV

- Research on an advanced topic for thesis (32 weeks, 8 credits)

R. 6083 :-Duration:

The duration of the course is four semesters. Semester I, II and III are devoted to the course work whereas Semester IV is a full time research leading to a dissertation. However, candidates can do preliminary background work such as experimental set-up, literature search etc during the first three semesters.

R. 6084 :- Intake Capacity: 20

R. 6085 :- FEE STRUCTURE

Number of students for MA (Public Relations) – 20

Tuition Fees (per semester) - Rs 20,000/-

Examination Fees (per semester) – Rs 1,000/-

Thesis Examination Fees (to be paid in the second year only) – Rs 1,000

Computer Lab Fees (per semester) – Rs 1,000/-

Library Fees (per semester) – Rs 1,000/-

Other fees- Rs.825/- (including admission fees)

Total fees payable at the time of admission to 1st semester - Rs.22, 825/-

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Book by Carl H. Botan, Vincent Hazleton Jr.; Lawrence Erlbaum Associates, 1989. 354 pgs.
- Strategic Planning for Public Relations
Book by Ronald D. Apr Smith; Lawrence Erlbaum Associates, 2005. 382 pgs
- Public Relations Cases: International Perspectives
Book by Danny Moss, Barbara Desanto; Routledge, 2002. 267 pgs.
- Corporate Public Relations: A New Historical Perspective
Book by Marvin N. Olasky; Lawrence Erlbaum Associates, 1987. 180 pgs
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Book by Patricia J. Parsons; Lawrence Erlbaum Associates, 2003. 55 pgs.
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Book by Judith S. Trent, Robert V. Friedenberg; Praeger, 2000. 386 pgs.
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Book by Alison Theaker; Routledge, 2004. 367 pgs.
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Book by James E. Grunig, David M. Dozier, William P. Ehling, Larissa A. Grunig,
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- Media Writing: Print, Broadcast, and Public Relations
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Book by Christine Daymon, Immy Holloway; Routledge, 2002. 293 pgs.
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Book by Erica Weintraub Austin, Bruce E. Pinkleton; Lawrence Erlbaum Associates, 2001. 402 pgs.
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- The Corporate Peacock-Rita Bhimani
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