



ISLAMIC UNIVERSITY OF SCIENCE & TECHNOLOGY AWANTIPORA, KASHMIR.

Office of the Public Relations

Journalism Department Organises Lecture on PR

Awantipora, June 11: Furthering its academia-industry interface for comprehensive learning of its students, the Department of Journalism & Mass Communication Islamic University of Science and Technology (IUST) organised a one day interactive session on 'PR Tactics and conventional Practices' with State Project Coordinator and Nodal Officer, J&K State Sports Council (JKSSC) Umer Wani here on Monday.

Wani talked about various aspects of professional techniques that are in vogue in the field of Public Relations. He stressed the need to aware oneself with latest trends in the field. "We have been making use of multiple tools for conducting our PR which include promotional videos, flyers, coffee table book and a significant role is played by the social media platform which is revolutionising the entire PR scene," he said.

The significance of publics was also dealt with during the session and the role of 'messenger between the departments' was elaborated. "As facilitators for promoting sports related activities, JKSSC is supporting 3000 clubs in rural as well in towns who are coordinated by 200 community coordinators. We nurture the raw talents from all the three regions of J&K with equity in participation," he said.

While responding to different questions of PR students, he talked about the social media campaigns, media relations and also covered the nuances of event management and its stages while giving practical examples from field.

Talking about the session, course instructor of Public Relations and Corporate Communications Monisa Qadri, said, "This is part of the series of lectures and activities for training of PR students, who need to be acclimatised with the prevailing practices in the field and how it is being used for maximising reach of departments like sports. The idea is to encourage students to identify PR as a career option."

The students found the session very engaging and expressed satisfaction.

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