

## **PR Conclave**

### **Topic: *Public Relations Practices in the age of Digital Media: Exploring its Challenges, Possibilities and Strategies***

Organized by Directorate of Public Relations and Information, (DIPR), Govt. of Arunachal Pradesh in collaboration with department of Mass Communication, Rajiv Gandhi University, Rono Hills, Doimukh.

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### **Concept Note**

Regarded as a skilled endeavor, Public Relations is often described as the management function that pursues actions and strategies to establish and sustain mutually beneficial relationships between an organization, commercial or non-commercial, and the audiences or "publics" on which the success of these entities depends. It can also be seen as an art and science of developing reciprocal understanding and goodwill. It analyses the public perception and attitude, identifies the organization policy with public interest and then executes the programmes for communication with the public. With a similar objective, the Department of Information and Public Relations (DIPR) is entrusted with the job of disseminating information and publicizing the plans, programmes and policies, activities and achievement of the Government by using different means and methods of active publicity media for welfare of citizens in the state. It has a well-oiled and monitored network of departmental officers and staff spread across the State. The office functions as the ears and voice of the Government in ensuring smooth and uninterrupted flow of information to the citizens to promote good governance. The approach to Public Relations has undergone a drastic change in recent times due to the emergence of digital media and hence it has become imperative for PR professionals to equip themselves and evolve to the changing times and complexities. With this backdrop in mind, the Department of DIPR Govt. of Arunachal Pradesh in collaboration with the Department of Mass Communication, Rajiv Gandhi University proposes to organize a two-day PR conclave on the theme '*Public Relations Practices in the Age of Digital Media: Exploring Challenges, Possibilities and Strategies*'.

**Sub Themes:**

- Public Relations and good governance
- Building public participation through PR
- Social Media and Public Relations
- Fake news and misinformation: PR challenges and strategies
- Communication crisis management
- Role of PR in dissemination and democratization of information
- Public Relations and corporate social responsibility
- Effective approach model for Public Relations
- Communication skills for PR practitioners
- Public Relations and ethical issues
- Publicity Models adopted by different Northeast states
- Ideas and experiences of respective DIPR's of Northeast India
- Scope and challenges for PR professionals in Northeast India