

**CHOICE OF MEDIA FOR PR CAMPAIGN****Q. 1.**

Suppose the Government of Khyber Pakhtunkhwa plans to launch a Public Relations campaign to aware the public of their 3.5 years performance. They have decided to highlight the successes made in health, education, police and Land record system.

In this regard, which media will you select for this PR campaign and how will you utilize it for the campaign? Discuss by giving logical arguments.

Media: Print, Electronic and Social.

Marks: 12

Q. 2.

Differentiate Public relations from advertisement, publicity and propaganda.

Marks: 08

Note: Copied material will be graded **“Zero”**.

Schedule	
Opening Date and Time	11, July, 2017 At 12:01 A.M. (Mid-Night)
Due Date and Time	17, July, 2017 At 11:59 P.M. (Mid-Night)

Note: Only in the case of Assignment, *24 Hrs extra / grace period* after the above mentioned due date is usually available to overcome uploading difficulties which may be faced by the students on last date. This extra time should only be used to meet the emergencies and above mentioned due dates should always be treated as final to avoid any inconvenience.

Important Instructions:

Please read the following instructions carefully before attempting the assignment solution.

Deadline:

- **Make sure that you upload the solution file before the due date. No assignment will be accepted through e-mail once the solution has been uploaded by the instructor.**

Formatting guidelines:

- **Use the font style “Times New Roman” and font size “12”.**
- **It is advised to compose your document in MS-Word 2003.**
- **Use black and blue font colors only.**

Solution guidelines:

- **Use APA style for referencing and citation. For guidance search “APA reference style” in Google and read various website containing information for better understanding or visit <http://linguistics.byu.edu/faculty/henrichsen/apa/APA01.html>**
- **Every student will work individually and has to write in the form of an analytical assignment.**
- **Give the answer according to question, there will be negative marking for irrelevant material.**
- **For acquiring the relevant knowledge don't rely only on handouts but watch the video lectures and use other reference books also.**

Rules for Marking:

Please note that your assignment will not be graded or graded as Zero (0) if:

- **It has been submitted after due date**
- **The file you uploaded does not open or is corrupt**