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Tezpur University celebrates National Public Relations Day

CORRESPONDENT

TEZPUR, April 22: The Department of Mass Communication and Journalism (MCJ) of Tezpur University organized an event titled 'PRabha' on the occasion of National Public Relations Day.

The event, with the theme 'G20 and Indian Values: Public Relations Perspectives,' was held with the objective of raising awareness among students about the importance of public relations and communication. The event included thematic sessions, panel discussions, speeches by industry experts and the launch of the departmental wall magazine.

The event started with the inauguration of the wall magazine by the dean, School of Humanities and Social Sciences, Prof Farheena Danta. It was followed by a welcome address by the head of the Department of MCJ, Prof Abhijit Bora.

Addressing the gathering, Prof Danta said, "Public relation is about building bridges that help us move forward together. Public relations help create an effective community not just proficient in the business or management sectors, but also in emotionally bonding."

The first panel discussion, on 'Decoding the PR Umbrella,' was moderated by Smita Patel, a student of the Department of Mass Communication and Journalism, with panellists Elora Baruah from IOCL, Swakkyar Deka, a public relations practitioner under the Government of Assam, Neena, DIPRO, Sonitpur, and Samresh Barman, public relations and information officer, Tezpur University.

The second panel discussion, on 'Public Relations: From Theory to Practice' was moderated by Abhishek Kabra, research scholar, Department of Mass Communication and Journalism,

Tezpur University, with panellists Jayeeta Das, BCPL, Dibyajyoti Sarmah, a public relations practitioner under the Government of Assam, and Kuwoli Hazarika.

During the discussion, the panellists talked about several topics pertaining to the public relations industry. They shared their insights on aspects such as the diverse career opportunities available in PR, the importance of transparency in communication, and their personal experiences and perspectives.

The event concluded with the launch of a few PR campaigns by the first-year master's degree students, followed by a valedictory session and a cultural evening.

The Department of Mass Communication and Journalism expressed its gratitude to all the participants, panellists and guests who attended 'PRabha' and contributed to making the event a success.