

Organized by : The Department of Media and Communication Studies, CHRIST (Deemed to be University), Central Campus, Bangalore



CHRIST
(DEEMED TO BE UNIVERSITY)
NODAL OFFICE, TRIVANDRUM

PUBLIC RELATIONS TODAY: STRATEGIES & OPPORTUNITIES

AN ONLINE WORKSHOP FOR FUTURE
STORYTELLERS & STRATEGISTS



Resource Person
Dr. Pramiti Roy

Associate Professor
Head & Director, Department of
Journalism and Mass Communication
Swami Vivekananda University,
West Bengal.

Date & Time

27th June, 2025
02.30 PM - 04.30 PM

More Info :

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<https://forms.gle/Wk2GsXzM1yww5vUJ8>





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DR. PRAMITI ROY

Dr. Pramiti Roy is Director of Humanities and Social Sciences and Head of Journalism & Mass Communication at Swami Vivekananda University, West Bengal. She earned her Ph.D. in Mass Communication in 2023 and has over 12 years of academic and professional experience. Dr. Roy has published 35+ research papers and leads an ICSSR-funded project on post-COVID vulnerabilities in Northeast India's urban aging communities.

WORKSHOP HIGHLIGHT

- Overview of traditional and digital PR tools, including social media and AI analytics
- Hands-on group activity: designing and pitching a mini PR campaign
- Interactive sessions on crisis communication, ethics, and emerging PR career paths

A one-day workshop exploring modern Public Relations strategies, digital tools, ethics, and hands-on campaign planning for aspiring communicators.

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