

Ms. Shilpa Nair

Profile of Ms. Shilpa Nair

- ♦ Ms. Shilpa is having more than 1 year of experience of working as an HR in UltraTech Cement.
- ♦ She worked as an Assistant Manager for more than 2 years in Absolute Surveyors Pvt Ltd.
- ♦ Also has an experience of working as an HR Executive in Jade Blue Lifestyle Ltd.

Topic : Advertising and Public Relations Law

Introduction to topic:

Those involved in advertising and public relations can no longer afford to avoid training in law, as demonstrated by the increasing number of suits against advertisers, corporate communicators, and advertising and public relations agencies for copyright or trademark infringement, appropriation, and unfair and deceptive commercial speech. Designed as a standard reference for the advertising and public relations fields, Advertising and Public Relations Law addresses critical elements of the law that make this text invaluable to students and practitioners alike.

Session

Journalists and advertising and public relations practitioners need to acquire many of the same skills, including the ability to write and edit well and to engage in critical thinking. They also need to learn a great deal about public opinion and human behavior, and their professionalism and ethical values should be uniformly high. As was the case with those pioneering journalism students nearly a century ago, today's journalism and mass

communication students must be aware of the laws and jurisprudence affecting their chosen fields.

Learning outcomes from students perspective

Advertising and Public Relations start their mission from focusing on feelings of their audiences to find a client or to change its relations, attitude or thinking. These two subjects have many similarities, but they are different for whom the information intended to reach and how it should affect the target audience. Until recently, advertising was an instrument to inform the audience to find clients. Today, advertising becomes more targeted, cost-efficient and search oriented. To illustrate, Google, Yandex and other search engines offer unique advertising opportunities to access clients worldwide, which no other media can offer for available budget and for 24 hours a day.