

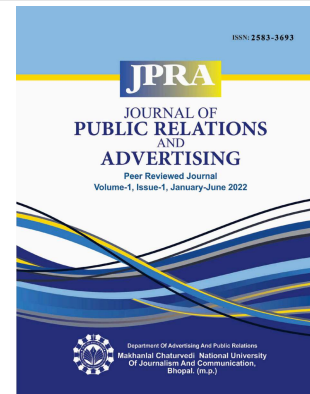


JPRA

Journal of Public Relations and Advertising

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About Research Journal

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The JPRA-Journal of Public Relations and Advertising is bi-annual National publication of Department of Advertising and Public Relations, MCNUJC, Bhopal. The Journal aims to create the space for academic publishing in Public Relations and Advertising studies that are valuable and essential for the growth of quality research at national and local level.

Journal of Public Relations and Advertising invites Research based articles, both conceptual and empirical, from thought- leaders in all walks of life-academics, industry, business, administration and social work. The works in the form of research papers, articles, case studies and book reviews in public relations and advertising practices like crisis communications, social responsibility, political communication, lobbying, public diplomacy, integrated marketing communications, media relations, brand management, corporate branding, influencer marketing, social media marketing, advertising and many more will be considered. It also aims at bringing academics closer to industry by developing congruence between theory and practice. The Journal ultimately expects to foster professionalism in Public Relations, Advertising and Corporate Communication areas.

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