



UNIVERSITY OF MYSORE
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

**“PUBLIC RELATIONS AS A TOOL OF IMAGE BUILDING;
A COMPARATIVE STUDY ON STATE BANK OF INDIA AND
TELECOM NAMIBIA”**

BY
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UNDER THE GUIDANCE OF
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**A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF MASTER OF ARTS IN JOURNALISM
AND MASS COMMUNICATION**

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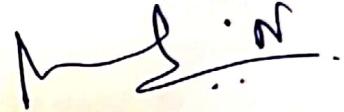
SEPTEMBER 2020

CERTIFICATE

This is to certify that the research entitled "Public Relations As A Tool Of Image Building; A Comparative Study On State Bank Of India And Telecom Namibia" is a record of original research work done by Erenst Ueza Zemburuka, student, Department of Studies in Journalism and Mass Communication, University of Mysore, under the guidance of Dr. Mamatha. N. Assistant Professor, submitted in partial fulfilment of the requirements for the award of Master of Arts in Journalism and Mass Communication. This research in whole or part has not been provisionally submitted for any other Degree, Diploma, Associateship, Fellowship or other degree of this or other University. Such material as has been obtained from other sources in duly acknowledged in this research.

Date: 21-9-2020

Place: Mysore- 06



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