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Yesuselvi Manickam is a lecturer of communication at Sunway University, Malaysia. She received a master degree in Publishing Studies from University Malaya, Malaysia and has a bachelor's degree in Media Studies from the same university. In addition to teaching, Yesuselvi Manickam plays an active role in helping organizing campaign for nonprofit organizations. Her area of specialization is Public Relations, Publishing, Advertising and Mass Communication. Her research interest includes but not limited to publishing, to Mass Communication, Public Relations Campaigns and Industry in Malaysia, Corporate Social Responsibility. She currently teaches "Media Relations" and "Public Relations Issues and Strategies" at the undergraduate level.



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