

DIPLOMA
JOURNALISM AND MEDIA STUDIES
PUBLIC RELATIONS
MARCH 2012



TIME ALLOWED: 3 Hours

Question 1

One of the best known functions of public relations is crisis management. Using a real-life, recent example in your own country, illustrate how PR crisis management works within the media industry to mitigate a problem either in the world of politics, industry or celebrity. (20 marks)

Question 2

'PR is always accused of media manipulation, but the modern-day print media is just as subjective as public relations.' Discuss this statement in detail. (20 marks)

Question 3

The press conference is an ubiquitous element of the modern media. Analyse how and why the PR industry uses this strategy to address the media. Use real-life examples if necessary. Also discuss how journalists can use the press conference most effectively in their reporting of news stories and features. (20 marks)

Question 4

Journalists are renowned as the best writers in the whole of the media business. Discuss how this talent can be utilised in areas such as public relations, marketing and other media disciplines. (20 marks)

Question 5

Social media is a powerful tool to deliver the message of a brand, a person or an organisation to the public. Illustrate how PR can use this message to improve the image of a client or create more awareness. (20 marks)

Question 6

Evaluate the differences between an in-house public relations department and a PR agency. (20 marks)

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