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

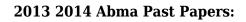
Social media is a powerful tool to deliver the message of a brand, a person or an organisation to the public. Illustrate how PR can use this message to improve the image of a client or create more awareness. (20 marks)

Question 6

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

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- 1. Understanding the eBook 2013 2014 Abma Past Papers
 - The Rise of Digital Reading 2013 2014 Abma Past Papers
 - Advantages of eBooks Over Traditional Books
- 2. Identifying 2013 2014 Abma Past Papers
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
- 3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an 2013 2014 Abma Past Papers
 - User-Friendly Interface
- 4. Exploring eBook Recommendations from 2013 2014 Abma Past Papers
 - Personalized Recommendations
 - 2013 2014 Abma Past Papers User Reviews and Ratings
 - 2013 2014 Abma Past Papers and Bestseller Lists
- 5. Accessing 2013 2014 Abma Past Papers Free and Paid eBooks

- o 2013 2014 Abma Past Papers Public Domain eBooks
- 2013 2014 Abma Past Papers eBook Subscription Services
- o 2013 2014 Abma Past Papers Budget-Friendly Options
- 6. Navigating 2013 2014 Abma Past Papers eBook Formats
 - ∘ ePub, PDF, MOBI, and More
 - 2013 2014 Abma Past Papers Compatibility with Devices
 - o 2013 2014 Abma Past Papers Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - ∘ Adjustable Fonts and Text Sizes of 2013 2014 Abma Past Papers
 - Highlighting and Note-Taking 2013 2014 Abma Past Papers
 - Interactive Elements 2013 2014 Abma Past Papers
- 8. Staying Engaged with 2013 2014 Abma Past Papers
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers 2013 2014 Abma Past Papers
- 9. Balancing eBooks and Physical Books 2013 2014 Abma Past Papers
 - Benefits of a Digital Library
 - o Creating a Diverse Reading Collection 2013 2014 Abma Past Papers
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine 2013 2014 Abma Past Papers
 - Setting Reading Goals 2013 2014 Abma Past Papers
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of 2013 2014 Abma Past Papers
 - Fact-Checking eBook Content of 2013 2014 Abma Past Papers
 - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development

- Exploring Educational eBooks
- 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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