

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
POSTGRADUATE DIPLOMA IN PUBLIC RELATIONS
MEDIA RELATIONS IJM 7103 SUPPLEMENTARY
OCTOBER 2009 EXAM
TIME ALLOWED: THREE HOURS**

INSTRUCTIONS OF CANDIDATES

1. Section A is **compulsory**.
2. Answer **any three** questions in Section B
3. Poor spelling and grammar will be penalised.

SECTION A

QUESTION 1

“Public Relations is a communicative agent of structural power in that it produces messages that give legitimacy to dominant groups and keeps them in power,” (McLellan and Pearson). Using theories of Public Relations, evaluate this assertion and critically analyse the role of public relations in society.

[40]

SECTION B

QUESTION 2

‘The media mediates exposure, the media is exposure and exposure is business’ (Helland). Discuss the importance of media relations in public relations. [20]

Question 3

- (a) Define the inverted pyramid and its relation to news writing [10]
- (b) Write a news release announcing the launch a company’s new product [10]

Question 4

How does the practice of Public Relations relate to journalism? [20]

QUESTION 5

Discuss the challenges facing PR practitioners in the advent of the new information communication technologies. {20}

Ends/