



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

Final Examination Paper

October 2016

This examination paper consists of 2 pages

Time Allowed: 3 hours
Total Marks: 100
Examiner's Name: Mr Thandolwenkosi Nkomo

INSTRUCTIONS

1. Answer any four (4) questions.
2. Start each question on a new page.
3. Poor spelling and grammar will be penalised.

MARK ALLOCATION

QUESTION	MARKS
1.	25
2.	25
3.	25
4.	25
5.	25

QUESTION 1

Discuss, with examples, how news media's framing of organisations affects their image and reputation. **(25 marks)**

QUESTION 2

Your organisation has decided to embark on a series of clean-up campaigns aimed at positioning it as an environmentally-friendly corporate citizen. Draw up a media relations plan you can propose to support this initiative. **(25 marks)**

QUESTION 3

Briefly describe the following press release types:

- | | |
|---------------------------------------|-------------------|
| a). Launch Releases | (5 marks) |
| b). Product Release | (5 marks) |
| c). Executive / Staff Announcements | (5 marks) |
| d). Expert Positioning Press Releases | (5 marks) |
| e). Event Press Releases | (5 marks) |
| Total | [25 Marks] |

QUESTION 4

Evaluate the usefulness of denials, excuses, justifications and concessions as responses public relations officials can use in a crisis when dealing with the media. Use examples to support your discussion. **(25 marks)**

QUESTION 5

- | | |
|---|-------------------|
| a). Outline the strengths of social media as platforms for media relations. | (13 marks) |
| b). Discuss the techniques that can be used in evaluating social media relations. | (12 marks) |
| Total | [25 marks] |