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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR
EXAMINATION
FOR THE DIPLOMA IN DIPLOMACY AND PUBLIC RELATIONS
DPR 1113 – MEDIA, PUBLIC RELATIONS AND DIPLOMACY

Date: 20TH APRIL 2023

Time: 11:30AM – 1:30PM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- Distinguish between public relations and other fields. (6 Marks)
- As a public relations student explain how this course will benefit your future endeavours based on what we have covered in this unit. (6 Marks)
- Explain the three important aspects that are changing the media entertainment experience. (6 Marks)
- Describe ways in which mass media entertainment takes place. (6 Marks)
- Identify the advantages of media and public relations. (6 Marks)

QUESTION TWO (20 MARKS)

- Examine the effect of internet span in public relations. (10 Marks)
- According to Zillmann & Bryant, there are four key properties of media that can allow for mood management. Discuss (10 Marks)

QUESTION THREE (20 MARKS)

- Evaluate the various tools public relations professionals can utilize on the internet media. (10 Marks)
- Discuss the relationships that should be built in public relations in order to maximize on the positive effects of news coverage and minimize the damage of negative news coverage. (10 Marks)

QUESTION FOUR (20 MARKS)

- Explain the characteristics of a good website. (10 Marks)
- Managing the media can be quite a task especially if you are new in the field. Discuss the five C's that can help an individual to accomplish media management. (10 Marks)

QUESTION FIVE (20 MARKS)

- a) Elucidate the downsides of using social media as a public relations professional. (10 Marks)
- b) Media is segmented in different categories based on the audience one is looking to attract. Discuss the different segments of media. (10 Marks)