

**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)

# Journalism And Media Studies Abma

**E Durkheim**



## **Journalism And Media Studies Abma:**

**Kutlwano** ,2006      **The Higher Education Institutions Handbook** ,2012      The Ashgate Research Companion to Black Sociology Earl Wright II,Edward V. Wallace,2016-03-09 The Ashgate Research Companion to Black Sociology provides the most up to date exploration and analysis of research focused on Blacks in America Beginning with an examination of the project of Black Sociology it offers studies of recent events including the Stand Your Ground killing of Trayvon Martin the impact of Hurricane Katrina on emerging adults and efforts to change voting requirements that overwhelmingly affect Blacks whilst engaging with questions of sexuality and family life incarceration health educational outcomes and racial wage disparities Inspired by W E B Du Bois s charge of engaging in objective research that has a positive impact on society and organised around the themes of Social Inequities Blacks and Education Blacks and Health and Future Directions this timely volume brings together the latest interdisciplinary research to offer a broad overview of the issues currently faced by Blacks in United States A timely significant research guide that informs readers on the social economic and physical condition of Blacks in America and proposes directions for important future research The Ashgate Research Companion will appeal to policy makers and scholars of Africana Studies Sociology Cultural Studies Anthropology and Politics with interests in questions of race and ethnicity gender and sexuality social inequalities health and education      The Kenya Education Directory ,2005      **Kenya Farmer** ,2005      **Adolescent Pregnancy** Naomi Farber,2009-06-16 Adolescent pregnancy is an important public health issue and this valuable well referenced book covers the risk factors child family outcomes and prevention This is a very useful book for social workers and other professionals as a single source of current information about adolescent pregnancy and prevention Doody s This new edition of Adolescent Pregnancy contains everything a social worker needs to know to address adolescent sexual health risks and the recent rise in teen pregnancy rates The second edition presents a new focus on cultural competence presenting up to the minute research on ethnically diverse populations This edition goes beyond just adolescent pregnancy discussing STI and HIV risks as well as drug and alcohol abuse Other cutting edge topics include the sexualization of children secondary prevention the impact of abstinence only programs and controversies over access to birth control and abortion Key features Guidelines for identifying pregnancy risk levels in adolescents and determining appropriate interventions New information about STI and HIV AIDS prevention strategies Theories of illegitimacy and teen pregnancy and why pregnancy rates vary among ethnic groups Research on pregnancy prevention programs that help both young men and women avoid unwanted pregnancy Chapters on adolescent parenting and secondary prevention among adolescent parents With this book practitioners can provide young men and women with the tools they need to regain control of their lives and their sexual health A critically important read for social workers health professionals and policy makers who are concerned about adolescent pregnancy      **Seeking Communion as Healing Dialogue** Margaret M. Mullan,2021-06-10 Seeking Communion as Healing Dialogue Gabriel Marcel s Philosophy for Today

discusses society's problems with interpersonal communication arguing that these issues are more deeply rooted in problems in being. Margaret M. Mullan draws on the work of Gabriel Marcel to explore the meaning of body of being with and of being at all in today's world answering questions about why we are often unable to dialogue with the people around us why we feel disconnected and alone even in an increasingly technological world and how these changing technologies expose and sometimes exacerbate our weak connections to others. Engaging Marcel's reflective method and theory of communion Mullan explores how we seek communion amid technology and proposes that Marcel's reflections are generative contributions to the understanding and study of communication offering a way to seek healing dialogue in present day. Scholars of communication philosophy conflict studies and media studies will find this book particularly useful. **Evaluation in Today's World**

Veronica G. Thomas, Patricia B. Campbell, 2020-08-27 Recipient of a 2021 Most Promising New Textbook Award from the Textbook Academic Authors Association. TAA Evaluation in Today's World: Respecting Diversity, Improving Quality and Promoting Usability is a timely and comprehensive textbook that guides students, practitioners and users of evaluations in understanding evaluation purposes, theories, methodologies and challenges within today's sociocultural and political context. Veronica G. Thomas and Patricia B. Campbell include discussions of evaluation history, frameworks, models, types, planning and methods through a social justice, diversity and inclusive lens. The authors focus on ethics in diverse cultural contexts help readers understand how social problems and programs get politicized and sometimes framed through a racialized lens show how to engage stakeholders in the evaluation process and communicate results in culturally appropriate ways. Included with this title: The password protected Instructor Resource Site formally known as SAGE Edge offers access to all text specific resources including a test bank and editable chapter specific PowerPoint slides. **Seismic Interferometry** Deyan

Draganov, Johan O. A. Robertsson, 2008 Seismic Interferometry: History and Present Status. SEG Geophysics Reprint Series No 26 shows that developments in seismic interferometry, the methodology of generating new seismic responses by crosscorrelation, have taken an enormous flight since the beginning of this century. In 2006 the editors of this volume compiled a supplement to Geophysics dedicated to this new branch of science. The 22 papers of the well received supplement recognized by one award for best paper and two honorable mentions for best paper in Geophysics and more than 100 citations in the first 20 months form the basis for this reprint volume. The editors have added 50 papers from SEG and other journals including Science, Physical Review and Geophysical Research Letters. The book contains an editors introduction with extensive references and chapters on seismic interferometry without equations, highlights of the history of seismic interferometry from 1968 until 2003 and a more detailed overview of the rapid developments since 2004. Seismic Interferometry is an invaluable source for researchers and students interested in the theory and applications of interferometry in geophysical exploration, seismic and EM seismology, ultrasonics and underwater acoustics. Images of the Word David Shepherd, 2008 Images of the Word: Hollywood's Bible and Beyond is a collection of essays by leading

international scholars in the field of Bible and film Recognizing the increasingly global nature of both media and religion the volume focuses on the ways in which the Bible is interpreted and visualized not only within Hollywood but also far beyond it Cutting edge analysis of films from France Canada Sweden India and elsewhere reveals that the Bible s visualization is culturally rooted and contributes to the sh aping of a particular culture including its perception of the Bible itself Essays range across the canon from Exodus to Ecclesiastes to Revelation interacting with films of various national traditions and periods from Blackton s Life of Moses 1909 to Karunamayudu 1978 to Cronenberg s eX istenZ 1999 The volume engages the breadth of current scholarly interest in this interdisciplinary field including the critical reading of a oeBible films a the exploration of biblical motifs and themes within contemporary cinema and concluding responses to the essays from both a biblical scholar and a film scholar Paperback edition is available from the Society of Biblical Literature [www.sbl-site.org](http://www.sbl-site.org)

**Discover Sociology** William J. Chambliss,Daina S. Eglitis,2016-12-02 Discover Sociology explores sociology as a discipline of curious minds with the theoretical conceptual and empirical tools needed to understand analyze and even change the world Organized around the four main themes of The Sociological Imagination Power and Inequality Technological Transformations of Society and Globalization every chapter in the book illuminates the social roots of diverse phenomena and institutions *Population* Joseph A. McFalls,1998 **National Trade and Professional Associations of the United States** Columbia Books Inc,2003 *The College Blue Book* ,1983 **The College Blue Book** Huber William Hurt,Harriet-Jeanne Hurt,1979 *Acronyms, Initialisms & Abbreviations Dictionary* Linda Hall,2008 Provides definitions of a wide variety of acronyms initialisms abbreviations and similar contractions translating them into their full names or meanings Terms from subject areas such as associations education the Internet medicine and others are included

*Individual Preferences, Choices, and Risk Perceptions* Elina Lampi,2008 □□□□□□ ,2014 *The Catholic Periodical and Literature Index* ,2000 **Families in the New Millennium** Anne-Marie Ambert,2001 This book emphasises broad themes such as social inequalities gender roles and the functional community with a focus on social policies regarding families

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