



BERJAYA SCHOOL OF COMMUNICATION AND MEDIA ARTS

FACULTY OF LIBERAL ARTS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **COM2624 Media Relations**
 Trimester & Year : January - April 2022
 Lecturer/Examiner : Ms Amalina Mustaffa
 Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of:
 - Part A (64 marks) : **FOUR (4) questions. Answer ALL questions. Answers are to be written in the column provided.**
 - Part B (36 marks) : **ONE (1) mandatory question. Answers are to be written in the column provided.**
2. This is an online exam and it should be completed independently, without discussion with other students or individuals. Candidates are not allowed to refer to any unauthorized materials during the online exam.
3. Use your own words or change 2 or 3 words in my sentence in the lecture notes when explaining or defining concepts/theories/models in your answer.
4. Always use your examples, and show how they would apply. Just listing an example (e.g., iPhone 13 promotion) is not enough.
5. Always support or defend your claim/position adequately.

WARNING: The University Examination Board (UEB) of BERJAYA University College regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College.

PART A: ANSWER ALL FOUR (4) STRUCTURED QUESTIONS (64 MARKS)

Question 1

(16 marks)

- a. Only one press release in every ten is published by any newspaper and the proportion which are accepted by a broad spectrum of the press is lower still. Explain **THREE (3)** possible contributors to this high failure rate.

(6 marks)

- b. In your opinion, in what circumstances will the media relations reach out to the media? Provide **FIVE (5)** reasons in your discussion.

(10 marks)

Question 2

(16 marks)

Write a paragraph of press-release lead for the following scenarios:

I. SITUATION 1: MERGER ANNOUNCEMENT

Client: Amazon.com

E-commerce giant Amazon.com is acquiring the popular streaming platform Hulu.com. Amazon already has a streaming video service as part of its Amazon Prime service and the new deal is expected to make it more competitive with Netflix.

- a. Write a press release lead announcing the merger.

II. SITUATION 2: EXECUTIVE HIRING

Retailer Isetan has hired former Apple senior VP of retail operations Christ Pratt as its new CEO. The retailer is launching an ambitious rebranding campaign this month to re-position it as embracing "fair and square" pricing without compromising style. Many experts suggest that the retailer is emulating the popular approach of American retailer Target in its new campaign. Isetan has also come under fire by conservative activists who are opposed to the hiring of openly gay comedienne Ellen DeGeneres as its spokesperson. Pratt has gone on the record to defend their choice to hire Ellen.

- a. Write a press-release lead announcing the hiring of the CEO
b. Write a press-release lead for Isetan's response to criticism

III. SITUATION 3: EVENT ANNOUNCEMENT

Malaysia's leading online florist Flowerchimp.com will be announcing its annual list of top floral gifts - just in time for Valentine's Day.

Some themed items that will be on the top selling shelf include:

Fields of Europe Romance

Blooming Love Premium Red Roses

Lovable Lab

- a. Write a press-release lead announcing the new "Top gifts" List

Question 3

(14 marks)

Explain what crisis is and provide **TWO (2)** arguments as to whether crisis can or cannot be avoided. Discuss also the things to avoid when handling a crisis.

Question 4

(18 marks)

Discuss the concept of the Agenda Setting Theory and how it can be used in propaganda setting?

PART B: ONE (1) ESSAY QUESTION (36 MARKS).

Question 1

Read the press release below and answer the following questions.



MEDIA STATEMENT

For immediate release

**PRASARANA CONTINUES TO OFFER SUPPORT
AND ASSISTANCE TO PASSENGERS**

KUALA LUMPUR 1 JUNE 2021: Prasarana Malaysia Berhad (Prasarana) reiterates that it continues to offer support and assistance to all passengers involved in the recent LRT collision incident. In the incident that took place at 8:33pm on 24 May 2021, an empty train collided with another train that carried 213 passengers.

“The well-being of our passengers continues to be our utmost priority. Prasarana has, from the time it came to know of the incident, taken immediate steps to attempt to contact either the passengers involved or their family members,” said its Acting President and Group Chief Executive Officer, Datin Hj. Norlia Noah in a statement released earlier today.

Norlia shared that Prasarana has started issuing the goodwill payments that was announced at its press conference on 25 May 2021. This is a one-off special financial assistance that is extended on a goodwill basis to all 213 passengers involved and issued as soon as details of the passenger is obtained and verified. A total of 31 passengers to-date have come forward to receive the assistance.

With reference to media reports on 31 May 2021, Prasarana confirmed that it has only today received the legal notice of demand from solicitors acting for Mr. Wong Chee Foong.

“The legal notice has been handed to Prasarana’s appointed legal advisor for due consideration and immediate action,” assured Norlia.

“We understand that Mr. Wong Chee Foong is currently still undergoing treatment in the intensive care unit, Hospital Kuala Lumpur. The goodwill payment due to him will be extended as soon as it is practicable to do so. We give our assurance that medical expenses for his surgery and other treatment at Hospital Kuala Lumpur will be fully borne by Prasarana and we pray for Mr. Wong’s speedy recovery,” added Norlia.

In addition to the goodwill payment extended to its passengers, the company has also provided on a goodwill basis financial assistance to cover medical expenses and follow-up treatment for all passengers involved in the incident.

Prasarana has also set up counselling services managed by Board of Counsellors, Ministry of Women, Family and Community Development and the Social Welfare Department (JKM) Wilayah Persekutuan for the passengers involved in the incident as well as for their families and loved ones. Appointments for this service can be done through the Crisis Hotline and would be provided for as long as it is needed.

Prasarana urges passengers to contact the Crisis Hotline at **014 737 1330** and email: recovery2021@prasarana.com.my which have been created to facilitate direct communication about the goodwill payments, medical reimbursements, claims, documentation, and access to counselling services.

To-date, 136 out of 213 passengers have been identified, with 16 of them being foreign nationals from Bangladesh, Iran, Phillipines, Indonesia and the Middle East. Out of the 64 passengers admitted to Hospital Kuala Lumpur on 24 May 2021, **61 have been discharged**. Three passengers are still being treated in Hospital Kuala Lumpur.

Prasarana reassures the public that it will be transparent in its conduct and will continue to give full co-operation to the investigations conducted by the Special Taskforce created by the Ministry of Transport and Polis Diraja Malaysia. It will also continue to work closely with the Ministry of Finance, Ministry of Transport and the Land Public Transport Authority (APAD).

*** ENDS***

Issued by Prasarana Malaysia Berhad.

1. For media enquiries, please contact Azhar Ghazali at 019-3837865
2. For legal and insurance related enquiries, please contact Nor Azizah Asbani (azizah@prasarana.com.my)

- a. Suppose that you are the media relations specialist who is in charge of organizing press conferences for the scenario above. Based on Aristotle's logos, ethos and pathos, what communication strategies and approach would you use to ensure a positive outcome with the public? You may provide at least **THREE (3)** well-thought out examples in your discussion.

(12 marks)

- b. Analyse how the Media Dependency Theory may be used to explain the situation above. Also explain the probable affects to the given situation when using the theory.

(20 marks)

- c. In your opinion, discuss why is it important to establish good media relations practices for the situation above? Provide **TWO (2)** reasons in your discussion and use an example to support your answers.

(4 marks)

END OF EXAM