

FACULTY OF EDUCATION & ARTS

BACHELOR OF COMMUNICATION (HONS)

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **COM2624 MEDIA RELATIONS**

Semester & Year : January – April 2024

Lecturer/Examiner : Dr. Wong Kok Keong

Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:**
PART A (50 marks) : FIVE (5) short-answer questions. Answer ALL questions.
PART B (50 marks) : TWO (2) short-essay questions. Answer BOTH questions. Each question carries TWENTY-FIVE (25) marks.

Answers are to be written in the answer booklet provided.

- Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.**
- This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.**
- Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple-choice questions, where 2B pencils are to be used.**

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 Student Handbook, up to and including expulsion from BERJAYA University College.

Total Number of pages = 3 (Including this cover page)

PART A : SHORT-ANSWER QUESTIONS (50 MARKS)

INSTRUCTIONS : Answer all **FIVE (5)** questions

1. Answer (a), (b) and (c) on the profession of Media Relations.
 - (a) Explain or define the profession of Media Relations. *(3 marks)*
 - (b) Although Media Relations is part of the Public Relations industry, there are differences between Media Relations and Public Relations. Discuss **TWO (2)** differences. *(6 marks)*
 - (c) Explain **TWO (2)** reasons why the work of Media Relations is important. *(6 marks)*

2. Explain the **THREE (3)** important aspects of a media release. *(9 marks)*

3. Answer (a), (b) and (c) on Agenda-Setting Theory and Media Relations.
 - (a) Explain the Agenda-Setting Theory. *(3 marks)*
 - (b) Discuss **ONE (1)** reason why this theory can easily apply to the work in Media Relations. *(3 marks)*
 - (c) Explain **ONE (1)** way that Media Relations objective(s) can be achieved by applying the theory. *(3 marks)*

4. Answer (a) and (b) on media releases, media alerts and social media releases.
 - (a) Explain **ONE (1)** difference between Media Releases and Media Alerts. *(2 marks)*
 - (b) Explain **TWO (2)** differences between Media Releases and Social Media Releases in terms of content and presentation *(6 marks)*

5. Answer (a), (b) and (c) on the Immanuel Kant's version of Deontological Ethics.
 - (a) Explain Kant's version of Deontological Ethics called the Categorical Imperatives. *(3 marks)*
 - (b) Describe how Media Relations Professionals would apply Kant's Ethics to what they do. *(3 marks)*
 - (c) Discuss a major challenge to a Media Relations Professionals guided by Kant's Ethics. *(3 marks)*

PART B : SHORT-ESSAY QUESTIONS (50 MARKS)

INSTRUCTIONS : Answer **BOTH (2)** questions

1. Answer (a), (b) and (c) on Aristotle's model of good rhetoric and its applicability to Media Relations.
 - (a) Explain what makes a good rhetoric, according to Aristotle. *(12 marks)*
 - (b) What **TWO (2)** areas or components of communication would Media Relations Professionals focus on based on Aristotle's model of good rhetoric? Explain the evidence to support your points. *(8 marks)*
 - (c) Discuss how you, as a Media Relations Professional, would strengthen Aristotle's model for a more successful application to society today? *(5 marks)*

2. Answer (a), (b), (c) and (d) on Media Monitoring as an important part of Media Relations work.
 - (a) Explain what Media Monitoring is about. *(3 marks)*
 - (b) List the **SIX (6)** reasons why Media Monitoring is important. *(6 marks)*
 - (c) Of the six listed in your answer to (b) above, select the **FOUR (4)** you think are the more important reasons, and explain them. *(12 marks)*
 - (d) Explain at least **ONE (1)** reason why the four reasons you selected are the more important ones. *(4 marks)*

END OF EXAM PAPER