



**BERJAYA SCHOOL OF COMMUNICATION & MEDIA ARTS**  
**Faculty of Liberal Arts**

**FINAL EXAMINATION (ONLINE)**

Course Code & Name : **COM 2624 Media Relations**  
Trimester & Year : May - August 2021  
Lecturer/Examiner : Eugene Foo  
Duration : 3 Hours

**INSTRUCTIONS TO CANDIDATES**

- Answer all **FIVE (5)** structured questions in part A and all **THREE (3)** essay questions in part B.
- Use font size 12 and double spacing.
- This is an online exam and it should be completed independently, without discussion with other students or individuals.
- 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.
- Always use your examples, and show how they would apply. Just listing an example (e.g., iPhone 12 promotion) is not enough.
- Always support or defend your claim/position adequately.

**Total Number of pages = 3 (Including the cover page)**

**PART A : FIVE (5) STRUCTURED QUESTIONS (50 MARKS)**

**INSTRUCTION : Answer ALL questions.**

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**QUESTION 1**

(a) Using your own words, explain and define media relations and its functions. **(6 marks)**

(b) Discuss **TWO (2)** reasons why having good media relations practices is important. Use examples to support your answers. **(4 marks)**

**QUESTION 2**

(a) Explain the concept of Agenda Setting Theory and its **THREE (3)** basic assumptions. **(8 Marks)**

(b) In your opinion, does Agenda Setting Theory still apply in the modern media landscape? Use examples to support your answer. **(4 Marks)**

**QUESTION 3**

(a) Discuss the **FIVE (5)** differences between deontology and utilitarianism perspectives in ethical decision-making. **(10 Marks)**

(b) In your opinion, in what scenario can deontology and utilitarianism perspectives be applied to the media industry? Use examples that can be applied to the media industry to illustrate the difference between the two perspectives. **(4 Marks)**

**QUESTION 4**

Based on the Shannon & Weaver model of communication, identify **FOUR (4)** main types of noises. Use examples to support your answers. **(8 Marks)**

**QUESTION 5**

Discuss **THREE (3)** key differences between advertising and media relation practices in obtaining publicity or media coverage. **(6 Marks)**

**PART B : THREE (3) ESSAY QUESTIONS (50 MARKS)**

**INSTRUCTION : Answer ALL questions.**

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**QUESTION 1**

Read the scenario in the box given below and then answer (a) and (b) that follows:

On March 8<sup>th</sup>, 2014, Malaysian Airlines flight MH370 en route from Kuala Lumpur to Beijing made its final flight when the aircraft lost contact with control towers and disappeared from radar somewhere off the coast of East Malaysia at about 1:20am. Following the disappearance of flight MH370, Malaysia had been strongly criticized by the western media, by family members of the passengers and crew on board flight MH370 as well as by local and international observers. The criticisms seemed to be focusing on the inefficiency of the Malaysian government and the Malaysian Airlines spokesperson in providing detailed, timely and accurate information concerning the disappearance of flight MH370.

You know that you are facing the family members of the passengers and crew on board MH370 who are extremely angry, paranoid, distressed and emotionally upset over the handling of the disappearance of flight MH370. On top of that, you are also facing with demanding western reporters and journalists who demand accurate and truthful information.

(a) Explain the concept of Aristotle's Rhetoric has had an enormous influence on the development of the art of rhetoric. In relation to the scenario above, explain briefly the concepts of logos, pathos and ethos. **(3 marks)**

(b) Imagine 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? **(9 marks)**

**QUESTION 2**

A media kit can be considered a one-stop shop that caters to all the needs of a journalist because it is designed to summarize a business, product or an event. More recently, modern media kits such as company websites are more frequently used by media relation practitioners. Discuss adequately **FIVE (5)** benefits of using a modern media kit. Include real world examples to support each point. **(20 marks)**

**QUESTION 3**

Media monitoring is a tool or activity that a company uses to track topics and its company's involvement across print, online and broadcast media output. Discuss adequately **SIX (6)** reasons why media monitoring is important. **(18 marks)**

**(END OF EXAM)**