



PROGRAM : DIPLOMA: *COMMUNICATION
MANAGEMENT & PUBLIC RELATIONS*

SUBJECT : **MEDIA 2A**

CODE : **MED2AA2 / MED2A21**

DATE : JUNE EXAM 2015

DURATION : THREE HOURS

WEIGHT : 50:50

TOTAL MARKS : 100

EXAMINER : MS M PRITCHARD

MODERATOR : DR N LEVY

NUMBER OF PAGES : 5 PAGES

REQUIREMENTS : UJ ANSWER BOOK

INSTRUCTIONS TO CANDIDATES:

- **SECTION A:** ANSWER MATCHING COLUMN QUESTIONS BY WRITING DOWN THE LETTER THAT CORRESPONDS WITH YOUR ANSWER.
- **SECTION B:** ANSWER **THREE** OF THE FOUR QUESTIONS. PLEASE NOTE THAT YOU NEED TO WRITE PARAGRAPHS AND NOT BULLETED POINTS OR NOTES. LISTS OF WORDS AND BULLETED POINTS WILL NOT BE MARKED.
- **SECTION C:** ANSWER THE QUESTIONS BASED ON THE CASE STUDY.
- NUMBER ALL YOUR ANSWERS CAREFULLY.

SECTION A: ANSWER ALL THE MATCHING COLUMN QUESTIONS

QUESTION 1

Match the question in Column A with the relevant statement in Column B. Only write down the letter that corresponds with the correct answer in Column B.

For example: 1. – B, 2. – N, 3. – J, etc.

Column A: Question	Column B: Answer
1. When the receivers of a message have little control over the source of the message	a) PDF
2. Receiving a ping when another blog adds a hyperlink to your blog.	b) Media uses and gratifications
3. A media directory	c) Sub-editor
4. The preferred format for documents in digital media kits.	d) Code of ethics
5. When listening to a certain song because it reminds you of the day you met your partner.	e) Backgrounder
6. A folder containing multi-media documents that a journalist can download from an online newsroom.	f) Breaking news
7. The permanent URL of a blog post	g) Policy
8. The journalist who influences what mass media audiences read, see or hear.	h) Podcasts
9. A document in a media kit that provides a historical overview of the issue	i) Format
10. Self-published, syndicated radio shows.	j) SARAD
11. The political viewpoint of a media organisation.	k) Active audience
12. The choice of programming, music and target market of a radio station.	l) Infotainment
13. The ideal number of times to publish new blog posts in order to market your blog.	m) PR Newswire
14. The sensationalised way in which news is presented in order to make profits.	n) Trackback
15. An intriguing statement or beautiful photo on the front panel of a brochure.	o) Mediated encounters
	p) Web 2.0
	q) Social media release
	r) Virtual media kit
	s) Gatekeeper
	t) HTML
	u) Fact sheet
	v) 4 – 6 times
	w) 3 – 5 times
	x) Permalink
	y) Ideology
	z) Hook
	aa) Hyperlink
	bb) Blogroll
	cc) Blurb
	dd) Influencer

Section A: [15]

SECTION B: ANSWER ONLY THREE OF THE FOUR QUESTIONS.

QUESTION 1

1. The internet offers various ways in which the public relations practitioner to distribute media releases. Discuss the following and include examples to support your answer. [20]
 - a. The digital news release (10)
 - b. The social media release (10)

OR:

QUESTION 2

2. Blogs provide an interactive platform for relationships with digital communities. Answer the questions below and include examples to support your answer: [20]
 - a. Blogs and viral marketing. (7)
 - b. How blogs can negatively affect brands (7)
 - c. Blog search & tracking engines (6)

OR:

QUESTION 3

3. Being interviewed by a journalist requires the public relations practitioner to be well prepared. List and discuss **SEVEN** interview scenarios to consider. For each scenario, explain the ideal way to respond. Leave open an empty line after each answer. (20)

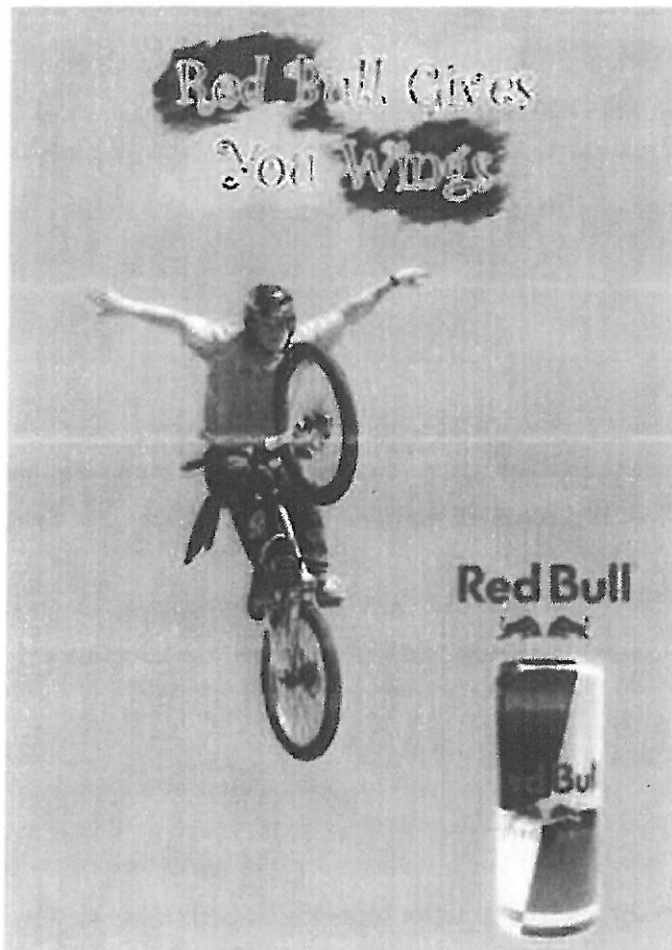
OR:

QUESTION 4

4. Controlled media provide ideal channels for publicity. Answer the following questions pertaining to controlled media: [20]
 - a. Flyers (7)
 - b. Posters (7)
 - c. The non-profit annual report (6)

Section B: [60]

SECTION C: ANSWER ALL THE QUESTIONS WITH REFERENCE TO THE ADVERTISEMENT BELOW:



(Source: <http://bit.ly/1DO7wnH>)

QUESTION 1

1. Media theories state opposing beliefs around the influence of the mass media. Explain the differences between the opinion leaders and two-step flow model (9) and the selective exposure theory (8). In addition, also compare how each theory will be relevant when audiences are exposed to the Red Bull advertisement illustrated above (8).

[25]

Section C: [25]

Grand total: 100