



PROGRAM : DIPLOMA: COMMUNICATION MANAGEMENT
& PUBLIC RELATIONS

SUBJECT : **MEDIA 1B**

CODE : **MED1BB1/MED1B21**

DATE : SUPPLEMENTARY EXAMINATION
10 JANUARY 2019

DURATION : 2 HOURS

WEIGHT : 50: 50

TOTAL MARKS : 100

EXAMINER : DR E LUBINGA

MODERATOR : MR R MABADA

NUMBER OF PAGES : 4 PAGES

INSTRUCTIONS TO CANDIDATES:

DO NOT LIST AND BULLET. BULLETED ANSWERS WILL NOT BE MARKED

PLEASE ANSWER ALL THE QUESTIONS.

PLEASE READ ALL QUESTIONS CAREFULLY.

YOUR LANGUAGE USE AND NEAT HANDWRITING IS IMPORTANT.

SECTION A: ANSWER ALL THE QUESTIONS

SECTION B: ANSWER TWO OF THE THREE QUESTIONS

SECTION C: ANSWER THE QUESTION BASED ON THE CASE STUDY PROVIDED

SECTION A**QUESTION 1:**

Explain the following terms, using three (3) to four (4) (maximum) only short sentences. Provide relevant examples.

- a. Summary lead
- b. Embargo
- c. Pitch letter
- d. Inverted pyramid style
- e. Quotations

SUBTOTAL: 20 MARKS

SECTION B: Answer TWO of the three questions**QUESTION 2**

Emails have become increasingly important as tools for the public relations practitioner to build relationships with important stakeholders. The purpose of email marketing is to reach a select group of individuals known as target publics. Write a short essay to explain the following aspects of email marketing and include relevant examples to support your answer:

- a. Email newsletter template (7)
- b. The database (7)
- c. Appropriate email language (5)
- d. The use of inserts (6)

(25 MARKS)

AND/OR

QUESTION 3

Newsletters are internal publications written which are meant to deliver news about the organisation, employee news, non-company information as well as small talk within the organisation.

- a. List and discuss **FIVE (5)** techniques and guidelines that can be used to enhance emphasis in the layout of a newsletter. Include examples to support your answer. (15)

b. Write paragraphs in which you discuss the different ways to come up with story ideas for newsletters. Include relevant examples to support your answer. (10)

(25 MARKS)

AND/OR

QUESTION 4

When designing public relations materials, it is important to choose the correct medium. As a public relations practitioner it is essential for you to understand various media so that you make informed decisions when choosing which medium to use. With this in mind write a short essay to discuss the following:

- a. The characteristics of print media. (7)
- b. Disadvantages of out of home media. (8)
- c. Advantages of using radio as a medium. (4)
- d. Types of television and give an example of each type. (6)

(25 MARKS)

SUBTOTAL: 50 MARKS

SECTION C: Answer the question based on the case study

QUESTION 5

Carefully read the case study below and answer the questions that follow.

CONFIRMED: Beyoncé, Jay-Z, Usher, and Oprah headed to SA for Global Citizen Festival

2018-07-09 10:30
-Supplied

Johannesburg - International advocacy organisation Global Citizen officially announced on Monday that Beyoncé and Jay-Z will headline the first Global Citizen Festival to be held in Africa, a free-ticketed event on Sunday, 2 December 2018 at the FNB Stadium in Johannesburg.



Also Check Out

- Where's that Markle sparkle?
- PICS: Local stars shine at the Global Citizen Festival in NYC
- SABC1 showcases Ndebele culture for the first time with new TV drama iKani

The December event is the culmination of Global Citizen's Mandela 100 campaign in partnership with the House of Mandela; a series of global events honouring the life and legacy of Nelson Mandela in his centenary year.

Mobile marketing provides an opportunity for a public relations practitioner to reach audiences on a digital space. As the public relations practitioner in charge of this event, discuss how you would utilise the various elements of Mobile Marketing in an online campaign for the Global Citizen Festival

SUBTOTAL: 30 MARKS

GRAND TOTAL: 100 MARKS
