



<u>FACULTY</u>	: HUMANITIES
<u>DEPARTMENT</u>	: STRATEGIC COMMUNICATION
<u>CAMPUS</u>	: DFC
<u>MODULE</u>	: SKW11A1 PUBLIC RELATIONS
<u>SEMESTER</u>	: First
<u>EXAM</u>	: (Online) June 2020

<u>DATE</u>	: June 2020	<u>SESSION</u>	: 08:00-11:00
<u>ASSESSOR(S)</u>	: PA Nchabeleng		
<u>MODERATOR</u>	: Dr Neil Levy		
<u>DURATION</u>	: 2 HOURS	<u>MARKS</u>	: 100

NUMBER OF PAGES: 3 PAGES

INSTRUCTIONS:

1. Answer ALL THE QUESTIONS.
 2. Number your answers clearly
 3. Answer section A and section B in separate books
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QUESTION 1**Trends, challenges and opportunities in the PR profession**

Professor Anne Gregory, Chair of the Global Alliance of Public relations and Communication Management (GA) from 2013-2015, gives her views on current developments in the PR profession and what the likely trends will be in the decade ahead.

“As I see it the trends in our profession of public relations and communication management can be divided into two groups: the big trends that set the backcloth for all our work, and then those more specific to our daily work. The first big trend I see is a profession that is strong and growing. Overall growth stands at about 12% and in some countries is even larger. Given much of the Western world is still experiencing a level of austerity, this is remarkable, but the most encouraging sign is that the profession is emerging quickly in some countries where it was virtually non-existent before, or where activity was limited.

Second, I see many more practitioners operating at senior levels. Leaders of organisations are coming to terms with the new realities of globalisation and the empowerment of stakeholders through new technologies. A third trend is that issues that practitioners have to deal with become far more complex and intertwined, making it difficult to see where problems start and end”.

All these factors influence public relations in a company and affect the way public relations practitioners communicate in terms of their language, as well as verbal and non-verbal communication with customers and companies. Currently we are entering the age of digital marketing, which further creates new challenges for public relations practitioners and should be considered in all communication programs including public relations.

Source: Skinner, Mersham and Benecke (2016:9-12)

SECTION A-COMPULSORY**QUESTION 1**

Refer above to the opinion piece on the current trends in public relations as a background to the following questions:

1. Describe five of the key characteristics of public relations? Provide examples to demonstrate your understanding. (20)
2. Discuss two functions of a public relations practitioner that is influenced by current trends. (10)
3. Explain two traits that a public relations practitioner may require in the future. (10)

AND

SECTION B - ANSWER ONLY 2 OUT OF 3 POSSIBLE QUESTIONS

QUESTION 2

Discuss the development of public relations under the following headings:

3.1. Discuss how public relations has developed especially in recent years.

3.2. What challenges do you think public relations professionals face?

3.3. What is PRISA and how does it contribute to the development of public relations in South Africa?

[30]

OR

QUESTION 3

Public relations practitioners can choose from a variety of research methods. Explain the following research methods available to public relations practitioners.

Discuss your answer under the following headings:

3.1. Individual questionnaires

3.2. Group questionnaires

3.3. Informal discussions

3.4. Observations

3.5. Competitions

[30]

OR

QUESTION 4

Public Relations is practiced either on a corporate or consultancy basis. Answer the following questions regarding the practice of public relations:

4.1 Identify five of the key characteristics of corporate public relations. (10)

4.2 Discuss the advantages and disadvantages of using public relations consultants. (10)

4.3 Briefly discuss whether you would prefer to work in a corporate public relations division in an organization or if you would prefer to work for a consultancy and explain why. (10)

[30]

Total: 100