



ELIZADE UNIVERSITY,

ILARA-MOKIN,

ONDO STATE

FACULTY: MANAGEMENT & SOCIAL SCIENCES
DEPARTMENT: MASS COMMUNICATION
SECOND SEMESTER EXAMINATIONS
2015/2016 ACADEMIC SESSION

COURSE CODE: MAC 320

COURSE TITLE: MEDIA RELATIONS

DURATION: 2 HOURS

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HOD's SIGNATURE

INSTRUCTIONS:

- (a) Answer only **THREE** questions. **Question 1 is compulsory.**
- (b) Candidates must write their matriculation numbers clearly in the space(s) provided. Where additional sheets are used, each page should carry the numbers.
- (c) All Questions carry equal marks
- (d) All answers must be clearly and correctly numbered
- (e) Write legibly on both sides of the page. Rough work (if any) must be crossed out neatly after use

1. Elizade University recently hosted the Vice President of the Federal Republic of Nigeria. Write a news release of the highpoints of his lecture titled – “The Future: Here Earlier Than We Thought.”
2. 'The better public relations practice becomes, the less public relations practitioners will need the media'. Comment
3. What role does ownership play in the establishment and management of an electronic media organisation?
4. From your experiences and understanding of the critical importance of media relations in the job of public communication, what are those things that should be avoided?
5. Discuss the impact of social media on the traditional print and electronic media.