



**ELIZADE UNIVERSITY**  
**ILARA-MOKIN**  
**ONDO STATE**

**FACULTY: MANAGEMENT & SOCIAL SCIENCES**  
**DEPARTMENT: MASS COMMUNICATION**  
**SECOND SEMESTER EXAMINATIONS**  
**2016/2017 ACADEMIC SESSION**

**COURSE CODE: MAC 320**

**COURSE TITLE: MEDIA RELATIONS**

**DURATION: 2 HOURS**

**HOD'S SIGNATURE**

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**INSTRUCTIONS:**

- (a) Answer only **THREE** questions.
- (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. Among its several codes of professional ethics, the journalists are expected to maintain the highest ethical standards, protect confidentiality in sourcing and reporting information, not to distort the truth or endorse any commercial product for other considerations. Discuss.
2. Media Ownership is a very critical issue in the media. Identify the various types of media ownership and discuss 2 of them stating what is common to them and the differences.
3. Technology has greatly changed the operations of the mass media in all ramifications. Discuss this in the context of public relations use of print and electronic media.
4. Elizade University held its maiden Convocation in May 2017. Recall the events and write a features story of the educative and entertaining highlights of the events.
5. "Media relations is the process through which public relations people reach out and establish mutually beneficial relationships with journalists. This is a two-way process that enable both parties to mutually relate to each other". Discuss.
6. 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?