

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
2012/2013 EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: MEDIA RELATIONS

COURSE CODE: JMC 338

TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

Answer **FOUR** questions.

Spelling and grammar will count in grading.

Use your own examples to illustrate your answer(s).

**THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN
GRANTED BY THE INVIGILATOR**

QUESTION 1

i) Define media relations.

(5 Marks)

ii) Differentiate media relations from public relations.

(10 Marks)

iii) Explain briefly why there is an adversarial relationship between public relations practitioners and journalists.

(10 Marks)

QUESTION 2

How can a public relations practitioner ensure that his or her organisation's messages get into the media all the time?

(25 Marks)

QUESTION 3

Discuss five principles that are necessary in dealing with the media.

(25 Marks)

QUESTION 4

Outline the basic guidelines for good media relations.

(25 Marks)

QUESTION 5

The Chairman of the Swazi Observer Board has decided to hold a print media interview on the reinstatement of suspended employees. Advise him on the do's and don'ts in print media interviews.

(25 Marks)

QUESTION 6

For the uninitiated and the unprepared, an electronic media interview can be a harrowing experience. Brief your CEO on how to handle a television interview in *Kusile* Breakfast Show at Swazi TV.

(25 Marks)