

**UNIVERSITY OF SWAZILAND  
FACULTY OF HUMANITIES**

**DEPARTMENT OF JOURNALISM AND MASS  
COMMUNICATION**

**FINAL EXAMINATION MAY 2009**

**TITLE OF PAPER : PUBLIC RELATIONS**  
**COURSE CODE : JMC 205**  
**TIME ALLOWED : TWO (2) HOURS**

**INSTRUCTIONS:**

1. *Answer Question 1 and any other two (2) Questions*
2. *Each question carries 20 marks*
3. *This paper consists of two pages, cover page included.*

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**Question 1 [Compulsory]**

Authors Skinner, Von Essen, Mersham and Motau assert that although there are different models of communication, basically, the communication process comprises of a triad.

To elaborate this point, the authors have produced a diagram of components of the communication process as well as a communication and process model. Reproduce:

- (a) The components of the communication process [10 marks]
- (b) The communication and process model [10 marks]

**Total = [20 marks]**

**Question 2**

Newsom, Turk and Kuckeberg have outlined the value of Public Relations. Describe:

- (a) The values of Public Relations as outlined by the authors. [10 marks]
- (b) Use of research to plan and evaluate outcomes of Public Relations campaigns. [10 marks]

**Total = [20 marks]**

**Question 3**

As a public relations practitioner, your task is to identify your publics. Using guidelines suggested by Newsom, Turk and Kuckeberg, describe in detail the various categories of publics.

[20 marks]

**Question 4**

What effect do you think technology will have on public relations practice in the future?

[20 marks]

**Question 5**

How can students prepare for public relations practice in the future when the future is difficult to predict?

[20 marks]