

**UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND
MASS COMMUNICATION**

FINAL EXAMINATION MAY 2009

TITLE OF PAPER : ADVANCED PUBLIC RELATIONS
COURSE CODE : JMC 305
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]

As a new Public Relations practitioner in Swaziland, explain in detail how you would deal with the following:

- (a) The battle for attention
- (b) Dissemination versus communication
- (c) Publics and their opinions
- (d) Individual orientations and coorientations

[20 marks]

QUESTION 2

Cutlip, Center and Broom have suggested guidelines for good media relations and working with the press. Explain:

- (a) The good media relations
- (b) Guidelines for working with the press

[10 marks]

[10 marks]

Total = [20 marks]

QUESTION 3

Explain Maslow's Hierarchy of Needs. Illustrate your explanation with a diagram.

[20 marks]

QUESTION 4

Authors Guth and Marsh have outlined the evolution of public opinion. Relate the evolution as outlined by the authors.

[20 marks]

QUESTION 5

What are the values of public relations? Support your answer with views obtained from authors whose work you are familiar with.

[20 marks]