



Pan Africa
Christian University

CAMPUS: ROYSAMBU- ONLINE

SEMESTER: SEPTEMBER DECEMBER 2024

COURSE TITLE: WRITING FOR PUBLIC RELATIONS

COURSE CODE: PRC 205

LECTURER: JULIET MWANGI

INSTRUCTIONS: SECTION A IS **COMPULSORY**. ANSWER ANY **THREE** QUESTIONS FROM SECTION B.

SECTION A

QUESTION ONE – COMPULSORY

a. Using relevant examples, explain the symbiotic relationship between media and an organization.

(6marks).

b. Illustrate two ways that the uses and gratification theory can be used in formulating public relations messages.

(4 marks).

SECTION B. ANSWER ANY THREE QUESTIONS

QUESTION TWO

You have been hired as a public relations practitioner for the Government of Kenya.

a. Illustrate two obstacles that you are likely to face when generating coverage in the news media, and propose their possible solutions.

(8 marks)

b. Give any two tactics you will use to ensure that your stories are timely.

(2 marks)

QUESTION THREE

Read the following press release and answer the questions below.

“We are thrilled to announce the launch of our new route from Nairobi to Seychelles, providing Kenyan travelers with direct access to one of the world’s most sought-after beach destinations. This new route represents our commitment to expanding travel options for our customers and supporting regional tourism. We look forward to making Seychelles more accessible and convenient for our customers.”

- a. Suggest five ways the press release could be improved for better clarity and impact. (5 Marks)
- b. Explain two key messages in the press release. (5 marks).

QUESTION FOUR

- a. PAC University has launched a new program aimed at supporting women in STEM (Science, Technology, Engineering, and Mathematics), by offering scholarships, mentorship, and hands-on training. As their public relations practitioner, write a catchy headline and a four sentence lead paragraph for a news story about the program. (5 Marks).
- b. As public relations writer, media relations is an important function for your organization. Discuss any **two** ideas to keep in mind in order to maintain good media relations and therefore have your work published. (5 marks).

QUESTION FIVE

ZECK, a technology company introduced its latest product by emphasizing how it "will transform everyday life" and "redefine the standards of innovation." In the fact sheet, they also featured testimonials from early users and highlighted specific benefits, such as cost savings and ease of use.

- a. Analyze two persuasive techniques used in this fact sheet. (5 marks).
- b. Justify two reasons as to why the persuasive techniques will be effective for the target audience. (5 marks).