



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

**END OF SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF ARTS
IN COMMUNICATION**

MAY- AUGUST 2024 TRIMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION, LANGUAGES AND LINGUISTICS

PRC 205: WRITING FOR PUBLIC RELATIONS

LECTURER: JULIET MWANGI

INSTRUCTIONS:

- Section A is compulsory.
- Answer any three questions from section B.

SECTION A – COMPULSORY (10 MARKS)

1a. The scope of public relations and journalism is similar in some areas. However, there exists areas where they differ. Use examples to describe two areas where public relations and journalism might differ. (5 marks)

b. Distinguish between newsletters and magazines in terms of purpose, content and design of each (5 marks)

SECTION B – CHOOSE ANY THREE QUESTIONS (30 MARKS)

2a. Your company is announcing a partnership with a global charity organization. As the company's public relations practitioner write a publishable press release. (6 marks)

b. Assume you are working for a nonprofit organization that advocates for environmental conservation and you are aiming at convincing local businesses to adopt more sustainable practices. Illustrate two persuasive techniques you will use. (4 marks)

3a. National museums of Kenya has an open day on Utamaduni wetu. Prepare a basic fact sheet for this event. (6marks)

b. As a public relations practitioner, discuss two ways of generating information for the organizations website. (4marks)

4. Using examples from Kenya, demonstrate four ways how the rise of social media has changed the field of public relations in Kenya. (10 marks)

5. Assuming you are a public relations officer at The Office of the President of Kenya, you are in charge of organizing a press conference to discuss the impact of the ongoing *Gen Z* protests. Discuss any five materials that you would use for the conference. (10 marks)