

Course MA in Journalism (1AJ1)

Title : Public Relations

Semester 2 2005

Code: DJ 868

Duration: 2 hours

Starts: 9.30 am

Venue: Arts Millennium Building 150

No. of Candidates: 10

Examiners:

**Ms. Maeve Joyce
Prof Hubert McDermott
Mr Michael Foley**

Please answer both Questions

Question 1.

When working in PR the relationship between the Public Relations practitioner and the media gatekeepers is key to success. How is this relationship built and maintained?

(50 marks)

Question 2.

Identify the stages that form part of any successful Public Relations Campaign. Illustrate your answer with reference to case studies.

(50 marks)