



COM 404- Principles of Communication Strategies-Online

Instructions: SECTION A is compulsory. Answer any THREE from SECTION B

SECTION A

Question One

*PAC University has contracted you to carry out a training to its management on strategic communication. As part of the training, you are required to train them on the use of media tools and techniques. Examine **FIVE** media tools and techniques you would train them on their use. (10 marks)*

SECTION B

Question Two

*Using example grounded within your context; discuss the “**datafication**” as a concept that has an impact in public sphere and private sphere (10 marks)*

Question three

Strategic communication is considered part of strategic management; evaluate prescriptive and emergent perspectives as part of strategic management using examples relevant (10 marks)

Question four

*Using examples, explain the **FIVE** aims of communication*

Question five

Using an example of media laws and an example of media ethics, discuss the relationship between law and ethics.