



Alvytana Mavua

COM 404- Principles of Communication Strategies-Online

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

SECTION A

Question One

You have been contracted by PAC University 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 examples grounded within your context; discuss “*datafication*” as a concept that has an impact in public sphere and private sphere (10 marks)

Question three

Using examples, examine the Lasswell’s transmission model of communication of “Who, says what, through which channel, to whom, with what effect” as employed in successful strategic communication and the psychology of persuasion. (10 marks).

Question four

The biggest asset of social media, which is a matter of concern, is the aspect of organizations relinquishing control of the message to the audience to get them to talk about their brand in their own way. In this regard, there are **FIVE** prominent ways organizations are employing social media to fulfil their mission. Using examples within your context, demonstrate your understanding of any **TWO** of these ways. (10 marks)

Question five

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

