



CAMPUS: ONLINE CAMPUS

SEMESTER: JANUARY APRIL 2022

COURSE TITLE: DIGITAL MEDIA AND PUBLIC RELATIONS

COURSE CODE: PRC 301

LECTURER: JULIET MWANGI

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

SECTION A

Question 1

- a) Describe two advantages and disadvantages of curating content (4 marks)
- b) Describe two Ethical issues to adhere to in the use of digital media (2marks)
- c) Demonstrate your understanding of the following terms as used in digital media
 - i. Podcast (1mark)
 - ii. SEO (1mark)
 - iii. Phlogs (1mark)
 - iv. Structural reality (1mark)

SECTION B

Answer any three questions.

Question 2

- a) As a digital communications manager for an NGO, discuss five content formats that you can use for reaching your target publics (5 marks)
- b) Discuss the use of targeted ads on social media platforms (5 marks)

Question 3

- a) Give a brief summary of how to use the following social media tools for public relations purposes.
- i. Facebook (1.5 marks)
 - ii. Social bookmarking (1.5 marks)
 - iii. Vodcast (1.5marks)
 - iv. wikis (1.5 marks)
- b) Discuss four uses of social media research for educational institutions (4 marks)

Question 4

- a) The nature of communication for PR practitioners is changing. Discuss this changing nature and use examples to support your answers. (5 marks)
- b) Explain two ways you would use digital media to manage a crisis situation (5 marks)

Question 5

- a) Assume you are working as a digital communication consultant for the Ministry of Education. Discuss how you would use the website and LinkedIn for digital communication (4 marks)
- b) Explain three challenges and their solutions in the use of digital media (6marks)