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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 **“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 the **PRESCRIPTIVE** and **EMERGENT** perspectives as part of strategic management using relevant examples. (10 marks)

Question four

The biggest asset of social media which is a matter concern using it effectively is the aspect of organizations relinquishing control of the message to the audience to get to talk about your 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

Examine **FIVE** positive relationship cultivation strategies that communication experts use in order to foster effective engagement with their audiences. (10 marks)