



COURSE UNIT CODE: PRC 301

COURSE TITLE: DIGITAL MEDIA AND PUBLIC RELATIONS

END OF SEMESTER EXAMINATION AUGUST 2024

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Section A – Compulsory

Question 1

The *Tiba Bora* Hospital will conduct a health awareness day at its main branch in Roysambu. You are required to send out a Social Media Release (SMR) to inform the press and the public to attend.

- a. Describe how you would incorporate any **five elements** in your SMR to promote the wellness day in order to cater for different audiences, as well as enrich it. **(5marks)**
- b. As the Digital Communication expert, which **five** platforms would you use to communicate this message with the different target audiences, and what format of content would be on those platforms? **(5 marks)**

Section B – Choose Any three questions

Question 2

You are a blogger for *Wordwire Inc.* a digital platform, and therefore required to be knowledgeable about content creation tools.

- a. Define the term blog. **(1mk)**
- b. List three Search Engine Optimization (SEO) tools that would be useful for identifying keywords in order to boost the ranking of the *Wordwire Inc.* page on different search engines. **(3 marks)**
- c. Discuss **three** ethical principles that you would apply when communicating on this and other digital platforms. **(6 marks)**

Question 3

As a Digital Communication Strategist for *Siasa Sasa* a non-profit organization you are working on a campaign to promote press freedom in Kenya. Discuss **five** strategies you would use in order to promote this activity and therefore extend the reach of your organization. **(10 marks)**

Question 4

Recently, the government of Kenya faced a crisis that went viral on social media platforms due to the protests against the Finance Bill 2024. This was partly due to the fact that the government had not undertaken civic education for the citizens. As a digital communications expert working for the President, what **five** actions would you take using digital media to mitigate and prevent future crises? **(10 marks)**

Question 5

In the digital age, it may not be necessary to use focus groups, surveys and other traditional methods to evaluate the success of communication strategies. Using the **see**, **say** and **do** metrics discuss five modern research methods that one can use to measure the success of the communication activities on digital platforms. **(10 marks)**