



KARATINA UNIVERSITY
UNIVERSITY EXAMINATIONS
FOURTH YEAR, SECOND SEMESTER EXAMINATION
2023/2024 ACADEMIC YEAR

FOR THE DEGREE OF:
BACHELOR OF SCIENCE IN COMMUNICATION AND PUBLIC
RELATIONS

COURSE CODE: CCM 309

COURSE: TITTLE: CONTEMPORARY ISSUES IN COMMUNICATION
AND PUBLIC RELATIONS

DATE: 18TH APRIL, 2024

TIME: 3.00-5.00 PM

INSTRUCTION TO CANDIDATES

- SEE INSIDE

CCM 309-CONTEMPORARY ISSUES IN COMMUNICATION AND PUBLIC RELATIONS

Answer Four Questions: Question One Is Compulsory

1).The Communication and PR landscape has changed and most companies are going through hard times because of the impact of the technological innovations of the 21st Century. Firms such as Britam, Skyline Public Relations and Standard media have suffered losses financially and human resources. They have laid off staff because their profits have reduced.

a).With relevant examples, discuss the people issues that are impacting the Communication and PR field (8 marks).

b) Use the concept of social media strategy wheel to advise the CEOs of the above companies on how to mitigate Social media networks impact on their businesses (5 marks)

c).The issue of Artificial intelligence is impacting communication and PR practice. Advise the firms on what to do to enjoy the benefits and to mitigate the negatives of AI dependent workplace (8 marks).

d). With examples, examine the industry related issues that are giving the business owners sleepless nights (4 marks).

2a). Using relevant examples, briefly discuss the ICT related issues that spread and have impacted the Communication and PR Practice in the 21st Century (8 marks).

b) Giving relevant examples, explain 5 Ways technology has changed the Communication and PR Field (7 marks).

3a).The communication landscape has changed in many different ways. With examples examine Global PR & Communication Issues that practitioners have to deal with. (10 marks).

b).Describe the role of culture in global Communication and PR (5 marks).

4).The African countries are still struggling with challenges in Communication and PR Practice. People with various qualifications pretend to be Communication and PR experts.

a). With relevant examples, discuss the major motivations behind concern for professional ethics in public relations practice (8 marks)

b). Outline the major arguments for and against licensing and accreditation of practitioners (7 marks).

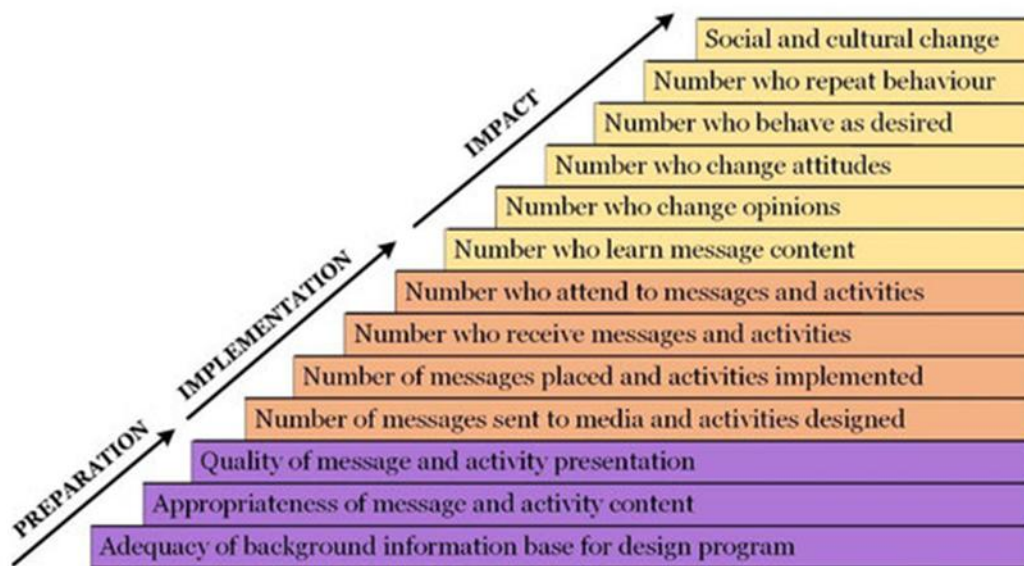
5a). Does cross-media ownership represent a threat or an opportunity to public relations practitioners? (8 marks).

b). The online press extends the variety of media available to public relations practitioners. Could online news sources be used exclusively to send messages to an organization's publics? (7 marks).

6) Most organizations have issues when it comes to measuring communication and PR effectiveness.

a) Look at the image below and explain in detail how one is supposed to go through the evaluation process (7 marks).

Levels and steps for evaluating public relations programmes



b). With relevant examples, analyse four barriers that one has to overcome when measuring PR effectiveness (8 marks).