

**NATIONAL OPEN UNIVERSITY OF NIGERIA**

**FACULTY OF SOCIAL SCIENCES**

**DEPARTMENT OF MASS COMMUNICATION**

**JUNE, 2017\_1 EXAMINATIONS**

**COURSE CODE: JLS 732**

**COURSE TITLE: PRINCIPLES AND PRACTICES OF PUBLIC RELATIONS**

**UNIT: 3*TIME ALLOWED: 3 HOURS***

**INSTRUCTION : ANSWER QUESTION ONE AND ANY OTHER THREE**

**QUESTION 1**

* List and explain at least five functions of a Public Relations practitioner.
* Mention and discuss the social trends that have aided the development of modern public relations. **25Marks**

**QUESTION 2**

* Define a model stating its relevance to Public Relations.
* Explain the John Martson and Hunt-Grunig Model. **15marks**

**QUESTION 3**

Discuss reasons why you think Public Relations practice is important in research.

* Write short notes on the following, speaking tasks in Public Relations

 Annual General Meetings

 Press Briefings

 Community Social Events

 Presentation **15marks**

**QUESTION 4**

* The influence of Public Relations on society is a matter of gain and loss. Discuss
* What factors would you as a Public Relations practioner consider when you want to achieve persuasive communication? **15marks**

**QUESTION 5**

* Discuss the role of law in Public Relations practice.
* List and discuss the important laws in Public Relations practice. **15marks**

**QUESTION 6**

Discuss the duties of public relations professionals as noted by Philip Seib and Kathy Fitzpatrick.

**15marks**