

ASSESSMENT # 2**Total Marks: 30**

1. Give short answers to the following questions: (14)

- i. State the advantages magazines have as a medium for publicity.
- ii. State three essential criteria for the success of a news-release.
- iii. What do you understand related to mass media? Indicate some of the major media forms used by the publicists.
- iv. How can the radio be used as a publicity medium?
- v. What are the important pre-requisites for making a news clip for television?
- vi. What are the advantages and limitations of exhibitions as a public relations' tool?
- vii. What is 'Open House'? How is it conducted?

2. Indicate some of the major tools of media relations. (8)

Activity (8)

Read the illustration provided of news items accompanying the section on Press Release. Now, look through some issues of nation or financial dailies for spotting news-items based on news releases. Make a list of news-worthy events for an organisation on which news releases could be sent.