

ASSESSMENT # 8**Total Marks: 30**

- 1.** Give short answers to the following questions: (24)
 - i. Why is the use of media important in regards to public relations activities?
 - ii. What are the factors that distinguish mass communication from the media?
 - iii. What are the benefits of a multimedia approach?
 - iv. What are the "7 Cs of Skilled Communications"?
 - v. What are the different types of public relations media?
 - vi. State the different ways of supplying information to the media.

- 2.** 'It is important for Public Relations Professionals to have sound relations with the media.'
Suggest different ways of how they can have cordial relations with the media. (6)