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| **Examination question paper:** | **May 2024** |

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| **Module code:**  **Component number:** | **MC6092 RESIT**  **001** |
| **Module title:** | **Communication Theory** |
| **Module leader:** | **Helen Gabriel** |

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| **Date:** | **May 2024** |
| **Duration:** | **2 Hours** |

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| **Exam type:** | **Seen, Restricted** |
| **Materials supplied:** | **None** |
| **Materials permitted:** | **Media examples (newspaper/magazine clippings) no notes allowed.** |
| **Warning:** | **Candidates are warned that possession of unauthorised materials in an examination is a serious assessment offence.** |

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| **Instructions to candidates:** | **Candidates will be required to answer TWO questions in essay format:** |
|  | **ONE question on part A**  **& ONE question in part B** |
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|  | **Do not turn page over until instructed** |

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**MC6092**  **Communication Theory July 2024**

**Please answer TWO questions ONLY in essay format**

**ONE question in part A and**

**ONE question in part B**

**Each question has equal weighing 50 Marks per question**

**Please answer ONE question in part A**

**A1.** In the communication field Marx's political economy analysis has underpinned extensive theorising of the media, communication and culture industries, their products and use, ownership and social influences . Critically discuss this view point of the communication industries and PR practices. Illustrate your answer with the use of appropriate current affairs issues which may perpetuate the above view

**50 Marks**

**A2.** Rapidly shifting demographics demand that public relations professionals be attuned to demographic diversity so they can communicate competently with their audiences’ (Willis 2020 p3). Critically discuss the factors which contribute and effect the way the public relations profession address diversity and inclusion. Illustrate your answer with appropriate examples.

**50 Marks**

**A3.** Public communications campaigns aim to change individual behaviour Coffman (2002). Using supporting academic journals critically discuss Social Marketing models which seek to address the above aims. What are their limitations? Illustrate your answer with the use of appropriate contemporary campaign examples.

**50 Marks**

**Please answer ONE question in part B**

**B1**.‘What is perceived as propaganda by some is labelled as public Relations by others’ (Moloney 2006: 68). Critically discuss to what extent PR is weak propaganda. Support your arguments with examples**.**

**50 Marks**

**B2.** Critically discuss how Khans (2014) revitalization of the Public Sphere addresses Habermas (1974) concept of feudalisation of the public sphere. Support your answer with contemporary examples.

**50 Marks**

**B3. ‘**While some see activism and PR as ideologically distinct, others seek to integrate activism within the PR’ L’Etang 2016. Critically discuss to what extent activism can be considered in this frame of reference. Support your discussion with appropriate examples.

**50 Marks**

**Suggested sources**

**Section A**

**A1** Ihlen O. , Magnus Fredriksson M. (2018) Public Relations and Social Theory Key Figures, Concepts and Developments 2nd Edition chapter 16 Available via library e book

**A2**. Willis C (2020) Diversity in Public Relations: The Implications of a Broad Definition for PR Practice Public Relations Journal Vol. 13 Issue Institute for Public Relations Accessed via link

<https://prjournal.instituteforpr.org/wp-content/uploads/Wills_final_formatted_June2020.pdf>

**A3.** Coffman J, (2002) Public Communications Campaign evaluation Harvard Research family project

<https://www.buildingpublicunderstanding.org/assets/files/juliacoffmanonevaluation.pdf>

**Section B**

**B1.** Moloney, K., 2006. Rethinking public relations: PR propaganda and democracy, 2nd ed. ed. Routledge, London. Available via library

**B2.** Khan M. (2014) Revitalization of the public sphere: A comparison between Habermasian and the new public sphere. Acta Universitatis Danubius. Communicatio, 8(1).

[**http://journals.univ-danubius.ro/index.php/communicatio/article/viewFile/2387/2116**](http://journals.univ-danubius.ro/index.php/communicatio/article/viewFile/2387/2116)

**B3.** Theaker A. Ed (2021) The public Relations Handbook 6the Edition Chapter 20 e book Available via library