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| **Examination question paper:** | **January 2025** |

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

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| **Date:** | **January 2025** |
| **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 in 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 January 2025**

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

**ONE question in part A & 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 viewpoint 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**. Critically discuss the promotion of diversity and inclusion in advertising. Using supporting concepts and frameworks discuss the potential complex interplay of positive and negative responses to such promotional messages. Illustrate and support your discussion with appropriate examples.

**50 Marks**

**A3**. One of the aims of public communication campaigns is changing individual behaviour. Using supporting academic journals discuss the role social marketing plays in achieving this aim. Support your discussion by comparing & contrasting two Social Marketing models. Critically discuss the limitations of the social marketing models. Illustrate your answer with the use of appropriate contemporary campaign examples.

**50 Marks**

**Please answer ONE question in part B**

**B1**. Ethical questions and dilemmas are inherent to public relation**s** practice.Critically discuss the philosophical ethical principles of persuasion and public interest with a specific focus on Public Relations. Illustrate your arguments with appropriate examples.

**50 Marks**

**B2**. 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**

**B3**. Explain & discuss Habermans account of the transformation of the public sphere. Critically discuss the relevance Habernans examination of the public sphere in the context of new media channels. Support your discussion with contemporary examples**.**

**50 Marks**

**Suggested sources.**

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. Wilkie D., Burgess A., Mirzaei A. Dolan R. (2023) Inclusivity in Advertising: A Typology Framework for Understanding Consumer Reactions, Journal of Advertising, 52:5, 721-738, Available via library.

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

Available via module web learn.

B1 . Tench R. Waddington (2021) Exploring public Relations & Management Communications 5th Edition Pearson’s chapter 13 Available via library e book.

B2. Moloney, K., 2006. Rethinking public relations: PR propaganda and democracy, 2nd ed. ed. Routledge, London. Available via library

B3. Fuchs C. (2014). Social Media and the Public Sphere. Triple C .pp 57 vol12   Issue 1 pp57-101 <https://www.researchgate.net/publication/287535655_Social_Media_and_the_Public_Sphere>