

**ASSESSMENT # 5**

**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.