

Media Relations

Assessment 7

Total Marks: 30

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| 1. Why is the use of media important for public relations activities? | 6 |
| 2. What are the benefits of a multimedia approach? | 5 |
| 3. What are the 7Cs of skilled communications? | 8 |
| 4. What are the different types of public relations media? | 6 |
| 5. State the different ways of supplying information to the media. | 5 |