

ASSESSMENT # 3

Total Marks: 30

Answer the following questions:

Q: 1: Short Questions (15)

- I. Describe the importance of social media.
- II. What is a media release?
- III. What is a blog?
- IV. Outline some guidelines for blogging.
- V. What is the importance of the core message in the communication?

Q: 2: Describe some elements that should be part of an effective draft. (7)

Q: 3: Discuss some ways of revisiting and strengthening your core message. (8)