



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2022/2023 ACADEMIC YEAR

FOURTH YEAR/ FIRST SEMESTER

SCHOOL OF ARTS & SOCIAL SCIENCES

**BACHELOR OF COMMUNICATION & PUBLIC
RELATIONS**

COURSE CODE: CPR 3106-1

**COURSE TITLE: WRITING FOR PUBLIC
RELATIONS & MASS MEDIA**

DATE: 9TH DECEMBER 2022

TIME: 0830-1030

This paper consists of TWO printed pages. Please turn over.

This is a project that entails preparation of a portfolio that will incorporate the following documents critical for a public relations professional writer that will culminate to award of 70 marks in total. Each student will be considered as a public relations officer of an organization and as such, each will write from an organization's perspective. Students can use imaginary organizations.

1. Hard news (5 mks)
2. Feature story (5 mks)
3. Press release (10 mks)
4. Fact sheet (10 mks)
5. Backgrounder (10 mks)
6. Pitch letter (10 mks)
7. Questions and answers (10 mks)
8. Service articles (10 mks)
9. Brochure (10 mks)

(A total of 80 marks which will be translated to 70 marks as the final score)

NB// The following will be considered as well

Good English grammar with clear expression following procedures adopted in class for each written document

No spelling mistakes

No crossing of words

///END///