



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS**

**2023/2024 ACADEMIC YEAR**

***THIRD YEAR/ FIRST SEMESTER***

**SCHOOL OF ARTS, SOCIAL SCIENCES,  
HUMANITIES & CREATIVE INDUSTRIES**

**BACHELOR OF COMMUNICATION &  
PUBLIC RELATIONS**

**COURSE CODE: CPR 3104-1**

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

**DATE: DECEMBER 2023**

**TIME:**

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

This is a project that entails preparation of a portfolio of the following documents critical for a public relations professional writer that will culminate to award of **50 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 and not the real existing ones

- |                                 |                 |
|---------------------------------|-----------------|
| 1. Hard news                    | <b>(5MKS)</b>   |
| 2. Feature story                | <b>(5 MKS)</b>  |
| 3. Fact sheet                   | <b>(10 MKS)</b> |
| 4. Backgrounder                 | <b>(10 MKS)</b> |
| 5. Questions and answer article | <b>(10 MKS)</b> |
| 6. Service article              | <b>(10 MKS)</b> |

**(A total of 50 marks will be awarded as the final score)**

NB// The following will be considered as well

- Good English grammar with clear expression following procedures/steps adopted in class for each written document
- No spelling mistakes
- No crossing of words

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