



Queen Margaret University  
EDINBURGH

**SCHOOL OF ARTS, SOCIAL SCIENCES AND MANAGEMENT**  
**DIVISION OF MEDIA, COMMUNICATION & PERFORMING ARTS**

**LEVEL 2 DIET 2**

**MODULE CODE: I2147**

**MODULE TITLE: Media Campaigning**

<b><u>DATE: 27/07/2016</u></b>	<b><u>TIME: 9.30AM</u></b>
<b><u>WRITING TIME: 90 mins</u></b>	<b><u>READING TIME: 5 minutes</u></b>

**INSTRUCTIONS:**

**Answer 2 out of 3 questions**

**PAPER SETTER: Ann Turner**

## I2147 Media Campaigning Exam Questions July 2016

### Answer 2 questions

#### Question 1:

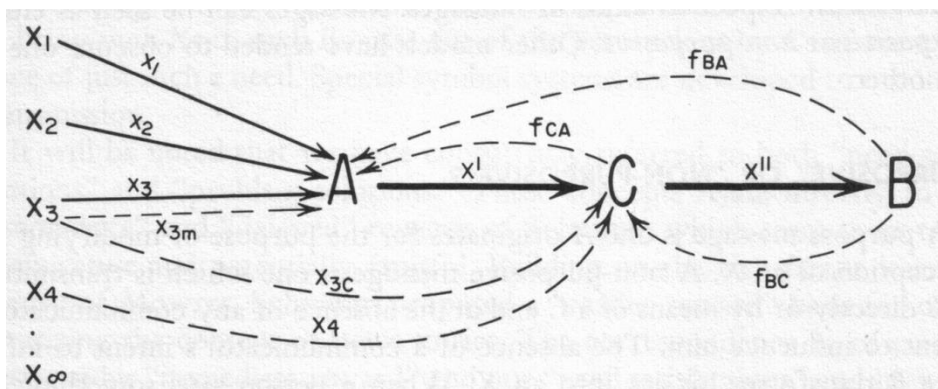
Drawing on theory and scholarly views what makes messages persuasive?

#### Question 2:

How does knowledge and understanding of news values help PR practitioners when developing media relations campaigns?

#### Question 3

Discuss if the role of 'gatekeeper' (C) as described in Westley and MacLeans's mass communication model is still valid when developing on-line (including social media) media relations campaigns in the 21<sup>st</sup> century.



Westley & MacLean 'A Conceptual Model for Communication Research' (1957)