



Queen Margaret University  
EDINBURGH

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

**LEVEL 2 DIET 1**

**MODULE CODE: I2147**

**MODULE TITLE:Media Campaigning**

<b><u>DATE: 07/12/2016</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 of the 3 questions**

**PAPER SETTER: Ann Turner**

**Answer 2 questions**

**Question 1:**

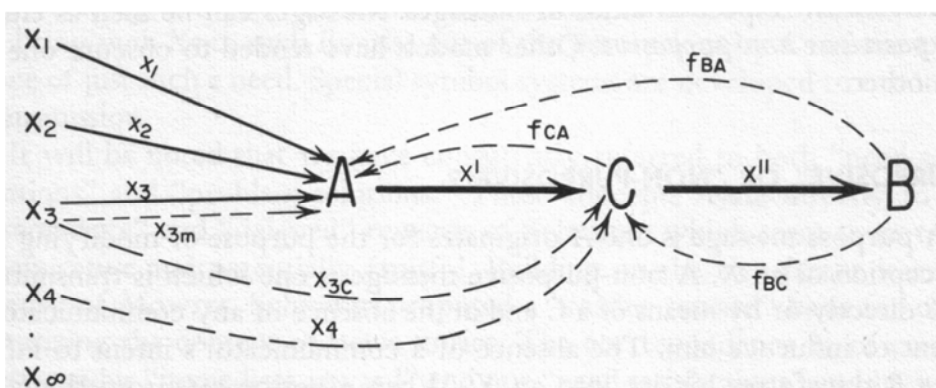
Using credible spokespeople to send campaign messages and engaging with opinion formers to help share and amplify the message to stakeholders will help to make your campaign more persuasive. When developing your media strategy what aspects of credibility theory did you draw on to help make your campaign persuasive to your target publics?

**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)**