

ppl coming together

This is a take-home exam. It is due Tuesday March 14 at 5:00.

Test is to be typed and double spaced. (1 page = 250 words) Make sure to use appropriate grammar and spelling. Proof read before submitting. Make sure to reference sources including your textbook. Each question worth 25 points for a total of 100. Test is worth 30% of your overall final course grade.

#1

Write 1 page essay that discusses the message statement that WOU distributes by analyzing:

- A brochure from the admissions office about WOU. Are different appeals addressed to first-year students, transfers, graduate students, non-traditional students? What are the appeals? (Make sure to identify and describe the admission materials you use).
- What message is apparent in the brochure? (Make sure to identify and describe).
- Compare the message statements in the admission materials with a public relation news release found on line. Do you perceive any inconsistencies?

What? The message in the brochure from photograph or text inside
I can use online

#2

Write a news release on a current WOU campus event.

→ Use the same news release

#3

Discuss in detail the similarities and differences between a backgrounder and a position paper. Consider addressing:

- Backgrounder guidelines: research, writing, background, situation, implications, documentation
- Position papers: issue, background, position, both sides, public, recommendations
- Both: format, special uses

→ objective factor

is predicting what coming in the future

she doesn't know why she wrote there but unite differences

#4

Write an essay that compares and contrasts advertising, publicity, and public relations. Consider addressing:

- Media time and space
- Publics responsibility
- Message development
- Controlled media and uncontrolled media