

**BINDURA UNIVERSITY OF SCIENCE EDUCATION**

## FACULTY OF SCIENCE AND ENGINEERING

## DEPARTMENT: SPORTS SCIENCE

## BACHELOR OF SCIENCE HONOURS DEGREE IN SPORTS SCIENCE AND MANAGEMENT

## SSM 221: PUBLIC AND MEDIA RELATIONS IN SPORT

**DURATION: 3 HOURS**

**TOTAL MARKS: 100**

### INSTRUCTIONS TO CANDIDATES

2025

Answer **two** questions from Section and **two** questions from Section B.

## Section A

1. a. Distinguish between hard news and soft news. [5 marks]  
b. Describe the news gathering techniques used in Public and Media Relations in Sport. [15 marks]
2. Explain the roles of any four (4) Public Relations and Media regulation bodies in Zimbabwean sport. [20 marks]
3. Write brief notes on the following:  
a. Media ownership [10 marks]  
b. Media convergence [10 marks]

## Section B

4. Assume you are a Sports Editor of national newspaper with four potential back page stories and material of the following headlines:
- Company X pays for a full back page advertisement.
  - Zimbabwe to co-host ICC Cricket World Cup.
  - CAF ban Zimbabwean stadia.
  - Zimbabwe Gems qualify for Netball World Cup.

**Task:**

- a. Explain the story you would place on the back page first. [15 marks]

- b. Discuss the appearance of the other stories in order of their ranking. [15 marks]
5. "Social media is changing the way sports stars, clubs and fans are interacting with each other."

**Task:**

Discuss the significance of this statement.

[30 marks]

6. On World Press Freedom Day, observed annually on May 3, you are invited to a convention to deliver a speech on career opportunities available in the Public and Media Relations in Sport industry.

**Task:**

Prepare a written draft of your speech.

[30 marks]

END OF PAPER