

BINDURA UNIVERSITY OF SCIENCE EDUCATION
FACULTY OF SCIENCE AND ENGINEERING
DEPARTMENT: SPORTS SCIENCE
BACHELOR OF ARTS HONOURS DEGREE IN SPORTS SCIENCE AND MANAGEMENT
SSM 221: PUBLIC AND MEDIA RELATIONS IN SPORT
DURATION: 3 HOURS TOTAL MARKS: 100

INSTRUCTIONS TO CANDIDATES

MAR 2024

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

Section A

1. a. Distinguish between publics and public? [5 marks]
b. Discuss the tools used when performing Public Relations functions in sport. [15 marks]
2. a. What is agenda setting? [5 marks]
b. What are the principles that guide sports journalism ethics? [15 marks]
3. Discuss the contribution of the following media platforms in promoting sports:
 - a. Internet [5 marks]
 - b. Print [5 marks]
 - c. Radio [5 marks]
 - d. Television [5 marks]

Section B

4. The Herald
13 August 2019
Ellina Mhlanga Sports Reporter
Mighty Warriors cry foul

MIGHTY Warriors players have decried ZIFA's travel plans which saw them covering a gruelling distance of over 1 000km from Port Elizabeth to Johannesburg, South Africa, yesterday after failing to secure flights on time.

The team –which settled for bronze medal after beating Botswana 3-0 at the conclusion of the COSAFA Women's Championship on Sunday is expected back home today.

But there have been voices of discontent in their camp, with senior player Rudo Neshamba taking to social media to air their displeasure in the travel arrangements.

The Mighty Warriors and Under-20 women's football team had a strenuous week of competitive football and expected better arrangements to fly from Port Elizabeth to Harare.

A journey from Port Elizabeth to Johannesburg that was supposed to take them 1 hour and 30 minutes by air was expected to take the two teams approximately 10 hours to complete by road and it is not ideal for sports people who had been involved in such a rigorous week of action.

“Road trip to Jo'burg from Port Elizabeth...hahah ZIFA CHIWORORO GUYS. Gara zviya mahrs mangani??” Neshamba wrote on her Facebook page yesterday.

Task:

Assume you are the ZIFA Public Relations executive:

- a. Prepare an official statement that will sanitize the organisation under the circumstances.
[15 marks]
- b. What strategies can you put in place to minimize the leaking of the organisation's information by the internal publics? [15 marks]

5. As a sport photojournalist, you have been asked to make a presentation at a seminar running under the theme 'A picture tells a thousand words'.

Task:

Prepare a written draft of the presentation. [30 marks]

6. Assume you are a sports director whose institution successfully hosted and won a football tournament. A local media house could not send reporters to cover the tournament and has since asked you to write a story, on their behalf, for publication in tomorrow's newspaper.

Task:

Prepare a written draft of your story. [30 marks]

END OF PAPER