PRE313 Media Analysis for Public Relation

Department of Mass Communication

Covenant University
1. PRE313
1.1. PRE313 Media Analysis for Public Relation

(2 Units)

More detailed analyses and comparison of media characteristics, with their assets and liabilities as tools for PR practice. In addition, studies in the style and readability of local and national media to provide a basis for their recommendation or rejection as chosen media for Public Relations and Advertising practice by client organizations. Finally, analyses of important media fare, (especially public opinion columns and slots) to assess the picture our organization is cutting in the public eye.