



BOWEN UNIVERSITY

COLLEGE OF COMPUTING AND COMMUNICATION STUDIES

MASS COMMUNICATION PROGRAMME

2022/2023 SESSION

SECOND SEMESTER EXAMINATION

Course Title: International Public Relations

Course Code: MAS 434

Course Unit: 2

Instruction: *Answer question one and any other two*

Duration: 2 hours

1. "There aren't many differences between cultures but those differences make all the difference in the world." How true is this assertion in the practice of International Public Relations? (30 marks)
2. In simple terms, International public relations could also be defined as the practice of public relations in an international or cross-cultural context (Culbertson, 1996) and it involves public relations practices in at least four different realms, describe these realms. (20 marks)
3. Determining and evaluating public attitude is very fundamental to the practice of IPR. Discuss this process exhaustively. (20 marks)
4. Explain the four areas of similarities between Domestic Public Relations and International Public Relations. (20 marks)
5. The practice of International Public Relations (IPR) is faced with so many constraints. Briefly explain any five. (20 marks)