



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES

BACHELOR OF ARTS IN COMMUNICATION

END OF SEMESTER EXAMINATION

BAC 2104: TRENDS IN DIGITAL COMMUNICATION

Date: 15th November 2022

Time: 13:00 – 15:00

Instructions

1. This examination consists of **FIVE** questions.
 2. Answer **Question ONE (COMPULSORY)** and any other **TWO** questions.
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Question 1

(30 marks)

Read the excerpt below and answer the questions that follow

Humans still needed

By Jean Valin

The rapid advance of artificial intelligence (AI) means that software will increasingly be used to create content; content marketing will be driven by algorithms; bots will manage public enquiries; and decisions of channels and tactics will increasingly be automated, driven in real time by public responses and behaviours. But how much of what we do in public relations already is, or will be replaced by technology, and specifically artificial intelligence (AI)?

With that backdrop the CIPR #AIinPR panel tackled the question of skills in public relations. We wanted to know how much AI was already in public relations and how fast it is evolving. Many experts agree that AI will help more than hurt white-collar workers by freeing them from more mundane tasks and allowing them to concentrate on innovation and creativity. An Oxford University study called the Future of Jobs suggested that millions of workers in the UK are in danger of being replaced by computers and robots. The academic paper looked at 702 of the most common occupations and used a set of algorithms to assign a probability of computerisation to occupations, ranking occupations from 0 (no risk of automation) to 1 (very high risk of automation).

At the other end of the spectrum, we found 41% of the GBOK skill set to have some form of AI or technology that simplifies our lives. Our AI potential list was rated with the five-point scale.

Check below to see how the scores evolve over time. The AI potential list shows that only a portion of skills – 12% of total skills (out of 52 skills) are truly using AI (4 and 5 on our scale) now with a prediction that this will climb to 38% within five years.

Skills associated with conducting basic research, creating content, evaluating campaigns, tracking issues and countless work processes are being automated or already have some AI. In five years, we see these types of tasks becoming either fully automated or having a high degree of AI applied. The sophistication within these tools will only increase. The extent to which technology or AI will expand will never fully replace public relations professionals but will increasingly assist us and possibly do a better job.

Questions

- (i) Based on your reading of a wider scope in relation to this excerpt, describe five fundamental human traits that cannot be replaced by AI in PR. (15 marks)
- (ii) From this excerpt, explain three skills that are likely to be replaced by AI in the field of PR (6 marks)
- (iii) With an example in each case, differentiate between the following terms and concepts as used in digital communication (9 marks)
 - a. Clickbait and click through rate
 - b. Avatar and bio
 - c. Handle and lurker

Question 2

(15 marks)

To understand the disruptive nature of digital communication, it is useful to look back over the changes to the media, public relations and marketing industries over the past two or three decades. In light of this statement, describe five major milestones that have taken place in those industries up to the current moment.

Question 3

(15 marks)

- (i) Facebook has been described as the ‘king of the social networks.’ As a social media manager, describe 3 purposes for which you would use this platform to promote business operations. (9 marks)
- (ii) With illustrations from three different digital platforms explain the concept of an internet minute. (6 marks)

Question 4**(15 marks)**

PESO is a media channel framework for digital public relations in an age of increasing integration across marketing communications channels and disciplines.

Required:

- (i) Provide the meaning of each of the letters of the PESO model. (3 marks)
- (ii) With an example in each case, describe each of the concepts on the model. (12 marks)

Question 5**(15 marks)**

Describe five types of risks or challenges for PR when a company has an active social media presence?