

BULGARIAN STATE EXAMINATION
Journalism and Mass Communications
American University in Bulgaria
Fall 2009

Time allotted: one hour.

You are required to answer **two** of the questions below in short critical essays using specific examples of the points you make. Each answer is limited to one side of a sheet of A-4 paper.

Your grade will take into consideration:

- the power of your argument.
- the quality of examples used to illustrate your points.
- the essay's structure.
- the clarity of your English

1. In a 2005 speech to the Advertising Educational Foundation in the U.S., Keith Reinhard, chairman of DDB Worldwide, asked his audience, "Is the advertising industry really committed to social responsibility?" Reinhard went on to say that it is, both in its support of social issues and causes and also in its skill at selling products. Do you agree? Disagree? Why? Or why not? Support your answers using specific examples.

2. Give an example of crisis communications and reputation management in the public relations profession and discuss the essential steps that apply to the way public relations responds to crisis. What happens if the steps aren't taken and why? Support your answer using specific examples.

3. Mark Twain once said, "Reports of my death are greatly exaggerated." Can the same be said of television news today? Carefully explain your answer in terms of content, technology, journalism, audience and finances. Support your answer with specific examples.

4. A male voice on the newsroom telephone says, "I've lost my job, my family, and my self-respect. I'm going to set myself on fire." You are a TV reporter and, with your cameraman, you race to the man's location. You are the first to arrive and you find the man has doused himself with what appears to be gasoline. He takes out a box of matches. What do you do and why? Do you become part of the story, and, if so when? Discuss the demands of news and ethical behavior.

5. "Congress shall make no law ... abridging the freedom of speech." Has the world so changed since 1791 when this amendment to the U.S. Constitution was written that this freedom of speech should no longer stand alone and undiluted? Explain.

6. The first of the Elements of Journalism discussed in a book by the same name by Bill Kovach and Tom Rosenstiel says that “Journalism’s first obligation is to the truth.” Agree? Disagree? Why or why not? Support your argument with specific examples.