

# Sophie Marie Drake



- Broad course student with specific focuses and skills in public relations -

Rhetorical analysis of photographer Steve McCurry and audience research into the affects of his images



How do female audiences aged between 16-20 respond to the construction of women in fashion and beauty photography in womens magazines? - audience research and semiotics



Discourse surrounding travel photography in brochures and the context of production



Semiotical analysis of David LaChapelle's celebrity photography - the construction of the notion of celebrity / in conjunction with audience analysis of their reception.



To what extent do public relations campaigns exist to change attitudes and feelings in its audiences and how are these changes achieved? - campaign analysis and interpretation of PR industry



Second year production: Worked to a brief for hypothetical client 'Library of Birmingham' and produced a 12 month campaign proposal before pitching it to the client. This project helped me to understand market research, public relations practices and use my creativity to work towards campaign outcomes / peaked my interest in public relations practices.

## Dissertation planning - Public Relations in context

"What are the differences between the ways in which consultancy and internal public relations professionals use social media to carry out and achieve their campaign targets"



I want to get under the skin of public relations. Deepening my own and others' understanding of the industry campaign practices and how it's adapting and evolving -so that we know what we will be stepping into in our future employment .

2 years work experience (still current) in the PR industry at Busy Bees Benefits - managing campaigns / social media / day - to -day practices



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Current work placement in the head office, marketing, comms and PR department at BCU.

- Media relations / Photography / Public relations techniques / PR in context / Journalism -