Description Using the knowledge gained during the unit, the assessment asks students to critically analyse and discuss their understanding of media relations with a reflective essay of 1,000- word (plus or minus 10%) on the question. Reflections should include a discussion of how theory and unit material are relevant to modern media relations. The report can also include personal reflection on your experience of the TV and radio studio interview sessions, and the way they linked to the models of media relations and the case studies covered in class. You may include headings if they assist your organisation of the report and its structure.