

**UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND
MASS COMMUNICATION**

FINAL EXAMINATION MAY 2008

TITLE OF PAPER : PUBLIC RELATIONS
COURSE CODE : JMC 205
TIME ALLOWED : TWO (2) HOURS

INSTRUCTIONS:

1. *Answer any three (3) Questions*
2. *Each question carries 20 marks*
3. *This paper consists of two pages, cover page included.*

**THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN
GRANTED BY THE INVIGILATOR**

Answer any three (3) questions.

Question 1

The contemporary meaning and practice of public relations includes a number of activities. Explain in detail the various activities involved.

(20 marks)

Question 2

Public relations specialists perform a number of functions in the course of their work. Explain the various work assignments that these specialists perform.

(20 marks)

Question 3

- (a) Design a Public Relations department for the University of Swaziland showing the various publics. (10 marks)
- (b) List which of those publics are internal or external. (5 marks)
- (c) Show which of those publics are primary or secondary. (5marks)

Total (20 marks)

Question 4

Most news releases written by public relations practitioners are not used verbatim by editors. Researcher Linda Morton gives a number of reasons why this is so. Why are releases a point of departure for a newspaper, radio or television story?

(20 marks)

Question 5

The speech writing process breaks down into a number of components. Explain these components as outlined by Fraser Seitel.

(20 marks)