

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

SUPPLEMENTARY EXAMINATION JULY 2008

TITLE OF PAPER : ADVANCED PUBLIC RELATIONS
COURSE CODE : JMC 305
TIME ALLOWED : TWO (2) HOURS

INSTRUCTIONS:

1. *Answer Question 1 and any other two 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 Question 1 and any two (2) questions.

Question 1 (Compulsory)

- (a) Using research to plan and evaluate a Public Relations program, informal research also makes extensive use of communication audits resulting in the Continuing Cycle of Research. Reproduce the cycle given by Newsom, Turk and Kuckeberg. (6 marks)
- (b) Outline pluses and minuses of various techniques used in informal research. (14 marks)

Total (20 marks)

Question 2

The International Public Relations Association (IPRA) has developed an organogram on The Issues Management Process which has been adopted by Newsom, Turk and Kuckeberg. Make an accurate reproduction of this process.

(20 marks)

Question 3

- (a) What are the fundamentals of writing as outlined by Fraser Seitel. (4 marks)
- (b) Explain in detail why Public Relations is not Propaganda. Make use of the analysis by Guth and Marsh. (16 marks)

(20 marks)

Question 4

Corporate public relations is developed through the composite effect of a variety of factors. Outline these factors as enumerated by Skinner, von Essen and Mersham.

(20 marks)

Question 5

Explain in detail, why there is always a battle for attention when communicating messages. Use of local examples will enhance your marks.

(20 marks)