

**UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES**



**DEPARTMENT OF JOURNALISM AND MASS
COMMUNICATION**

FINAL EXAMINATION MAY 2010

TITLE OF PAPER : ADVERTISING
COURSE CODE : JMC 206
TIME ALLOWED : TWO (2) HOURS

INSTRUCTIONS:

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

Question 1 [Compulsory]

“Many people are concerned with the potential impact of advertising”. With this in mind, discuss the following aspects of the industry:

- (a) Criticism of advertising [10 marks]
- (b) Positive contributions of advertising to the economy of Swaziland. [10 marks]

Total = [20 marks]

Question 2

In their discussion of perspectives on advertising, Larry Percy and Richard Elliot have constructed a map of perspectives on advertising.

- (a) Produce the “Conceptual map of Perspectives on Advertising.” [10 marks]
- (b) Describe the sectors into which you can slot most approaches to understanding advertising and society. [10 marks]

Total = [20 marks]

Question 3

- (a) Make a diagrammatic comparison of a “Communication Response Sequence” with McGuire’s Information Processing Paradigm.” [10 marks]
- (b) Compare a “Planning sequence” with a “Communication Response Sequence”.

[10 marks]
Total = [20 marks]

Question 4

In advertising, the strategic planning process is quite specific. Describe in detail the various steps to be followed in the planning.

[20 marks]

Question 5

How does advertising work? Make reference to local examples.

[20 marks]