

**UNIVERSITY OF SWAZILAND**  
**FACULTY OF HUMANITIES**  
**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**  
**2012/2013 EXAMINATION QUESTION PAPER: MAIN**

**TITLE OF PAPER: COPYWRITING**

**COURSE CODE: JMC 335**

**TIME ALLOWED: 2 HOURS**

**INSTRUCTIONS:**

Answer **FOUR** questions.

Question **One** is compulsory.

Spelling and grammar will count in grading.

Use your own examples to illustrate your answer(s).

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

### Question 1

Analyse the attached advertising copy using the creative pyramid approach.  
(25 marks)

### Question 2

Outline a copywriter's recommended approach to writing any ad copy.  
(25 marks)

### Question 3

In copywriting for print media, what is the significance of the visual (s), headline, subhead, body copy, slogans, seals and logos, and signatures. Correlate these elements to five steps of the creative pyramid.  
(25 marks)

### Question 4

Copywriters use many variations of headlines depending on the advertising strategy. Outline at least five different types of **headlines** and give your own examples.  
(25 marks)

### Question 5

Define the following technical terms which are used in copywriting for the broadcast media (radio and television):

IN	TILT	MCU	WIPE
OUT	ZOOM	MS	CLOCK WIPE
UP	DOLLY	MLS	FLIP WIPE
DOWN	BOOM SHOT	LS	SUPER
UNDER	TRUCK SHOT	ELS	VO
SEGUE	ECU	CUT	
PAN	CU	DISSOLVE	

(25 marks)

### Question 6

You have been appointed as an ad copywriter by Sibuko Sesive Advertising Agency responsible for its broadcast media portfolio. Explain briefly how you can go about preparing an ad copy for both radio and television.  
(25 marks)

Question (Main)

