

47

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
2013/2014 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

Define copywriting and identify the five components of a creative strategy statement or copy platform, which is the copywriter's starting point for every ad and commercial.

(25 marks)

QUESTION 2

Explain how creative ideas are formed and what kinds of factual materials are most useful.

(25 marks)

QUESTION 3

The purpose of an advertising copy can be easily illustrated with a model of the advertising strategy. As a copywriter, describe the five important steps in the creative pyramid using the different parts of an ad or commercial of your choice.

(25 marks)

QUESTION 4

Copywriters use many different headlines depending on the advertising strategy. Discuss the purpose of the headline, sub-head, body copy, slogan and signature in an advertising copy.

(25 marks)

QUESTION 5

Describe the steps involved in the preparation of a broadcast media commercial.

(25 marks)

QUESTION 6

Give the meaning of the following technical terms used in copywriting for the broadcast media (radio and television):

IN	MCU
OUT	MLS
UNDER	FLIP WIPE
SEGUE	BOOM SHOT
TRUCK SHOT	VO

(25 marks)