

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
FINAL EXAMINATION – NOVEMBER 2013

TITLE OF PAPER: WRITING FOR PUBLIC RELATIONS
COURSE CODE: JMC 336
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 (2) PAGES, COVER PAGE INCLUDED.

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

QUESTION 1 (ANSWER THIS QUESTION AND CHOOSE ANY OTHER TWO BELOW)

As a Spokesperson for the Government, the Prime Minister has asked you to draft a News Release about the official announcement of the list of new Cabinet Ministers for the Swaziland Government for the 2013-2018 term of office. Discuss the thinking process you would undergo and develop a draft document using the outline proposed by Wilcox & Nolte (1997).

20 MARKS

QUESTION 2

Describe any two concepts listed below that are fundamental to PR written material;

- a) Media Advisory
- b) Fact Sheet
- c) News Release

20 MARKS

QUESTION 3

Draft a speech to be delivered by the Vice Chancellor as Guest Speaker at an International Higher Education Conference where he will be discussing the advantages and disadvantages of Swaziland's Scholarship Policy. Use Skinner et al.'s (2010) critical steps of speech construction as a basis for your speech outline.

20 MARKS

QUESTION 4

Critically analyse five of Wilcox & Nolte's (1997) guidelines for effective, persuasive writing in PR that should be adopted by PR writers. Use relevant examples to illustrate your answer.

20 MARKS

QUESTION 5

"The majority of news releases are never used by media outlets." Considering this statement, outline five questions PR writers should ask themselves when conducting a news release audit and five classic news release mistakes advanced by Wilcox & Nolte (1997).

20 MARKS

QUESTION 6

Select two of the communication theories below and explain how PR writers can put them to practice when trying to achieve effective, persuasive writing:

- a) Diffusion Theory
- b) Hierarchy-of-Needs Theory
- c) Two-Step Flow Theory

20 MARKS