

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
2014/2015 FINAL EXAMINATION

TITLE OF PAPER: PUBLIC RELATIONS CAMPAIGNS AND CASES

COURSE CODE: JMC 414

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

1. ANSWER THREE (3) QUESTIONS IN SECTION A. QUESTION ONE IN THIS SECTION IS COMPULSORY. ANSWER ALL QUESTIONS IN SECTION B.

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

I. DESIGNING A PR CAMPAIGN

African countries have a low per capita income, ravaged by poverty and diseases. Africa is also cursed with bad leadership. As a result of the corruption that has adversely affected the economy; some Africans believe that it is better to seek greener pasture in the western world. This has prompted many of them to immigrate to the west either legally or illegally. Design a PR campaign for averting African illegal migration to Europe. The message should be: "Stay home, since Europe is not a continent of milk and honey. No one's waiting for you there," Summarize the message: "Fleeing does not mean starting a new life."

(35 Marks)

II. INVESTMENT IN PR

Bill Gates, Microsoft founder. "If I was down to my last dollar, I'd spend it on public relations." Why would the richest man in the world believe so much in the value of PR even after his Microsoft Company is well established in the market?

(25 Marks)

III. COGNITIVE DISSONANCE CAMPAIGNS

Waterford KaMhlaba School in Swaziland has embarked on a campaign to change attitudes of those who hold the view that the school discriminates against the poor. Phila Sifundza, a Development Officer at the school has been tasked with carrying out the campaign. Design a PR plan to help him achieve this objective.

(25 Marks)

IV. USING RESEARCH FOR PLANNING

Research is critical at every step of public relations work, from planning and goal setting to identifying results for purposes of future planning and action. Outline all the six stages PR professionals follow when using research.

(25 Marks)

SECTION B (COMPULSORY)

1. Who said: "Show me a PR person who is accurate and truthful, and I'll show you a PR person who is unemployed."
 - a. Maxwell Mthembu
 - b. Andrew Cohen
 - c. Ophra Winfrey

2. Campaigns are not coordinated, purposeful, extended efforts designed to achieve a set of interrelated goals that will move the organization towards a longer-range objective expressed as its mission statement.
 - a. True
 - b. False

3. Communication behaviors are expected from information seekers than from information processors.
 - a. True
 - b. False

4. Gifts of any kind can contaminate the free flow of accurate and truthful information to the public.
 - a. True
 - b. False

5. Who said we must take into consideration that people control their behavior?
 - a. Culbertstone
 - b. Grunig
 - c. Terrell

6. Who said: "I'd rather have bad press than a good eulogy."
 - a. Bill Clinton
 - b. Benjamin Netanyahu

7. What must follow the setting of goals and objectives, and it must also follow the identification of key publics. It precedes media selection and message design.
- Planning
 - Budgeting
 - Evaluation
8. A public relations practitioner interested in putting together a program to bring an organization's goals and objectives to public's attention begins by examining all available research information indicating how various publics' view the organization.
- False
 - True
9. Who expressed the viewpoint that the practical relevance of any theory is that it is a set of principles that specifies procedures for achieving certain ends.
- Jeffers
 - Kant
 - None of the above
10. The term positioning is often used in marketing to refer to a competitive strategy- way to identify a niche in the market for a product or service.
- True
 - False
11. Who said "In wartime, truth is so precious that she should be attended by a bodyguard of lies"
- Winston Churchill
 - King Sobhuza II
 - Muammar Gaddafi
12. A person encompasses the material sufficiently and is emotionally and attitudinally comfortable enough with it that he can actually apply it to daily behavior.
- Public Education Campaign
 - Re-Enforcement Campaign
 - None of the Above
13. An organization must re-enforce the attitudes and behavior of those who are in agreement with its position.
- True
 - False

14. Can Public Relations serve to bring private and public policies into harmony?

- a. No
- b. Yes

15. An information processor is aware of the communication and may be touched by the message but does not actively seek the information.

- a. True
- b. False

(15 Marks)