

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
FINAL EXAMINATION – DECEMBER 2015

TITLE OF PAPER: WRITING FOR PUBLIC RELATIONS

COURSE CODE: JMC 336

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

1. ANSWER QUESTION ONE (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)

Using speech writing steps proposed by Whitaker, et al (2011) or Skinner, et al (2010) draft a speech you would deliver as President of the Swaziland National Association of Journalists (SNAJ) addressing an audience of Swazi journalists during a World Press Freedom Day event.

20 MARKS

QUESTION 2

Public relations practitioners write a variety of materials to persuade their publics in an effort to fulfil the objectives of their organisations. Elaborate on the necessity of the following:

- a) Pitch letter
- b) Media Advisory
- c) Brochure
- d) Annual Report

20 MARKS

QUESTION 3

Describe five persuasive techniques that public relations practitioners utilize when writing various public relations materials. Illustrate each technique with two examples.

20 MARKS

QUESTION 4

Ethical and legal pitfalls worth consideration by public relations practitioners include checkbook journalism, defamation, privacy and fair comment. Elaborate.

20 MARKS

QUESTION 5

Explain the preparatory process you would undergo when drafting an Annual Report for 2015 for the Swaziland Revenue Authority.

20 MARKS

QUESTION 6

You are the public relations manager for the Motor Vehicle Accident (MVA) Fund. Apply your knowledge of communication theory to explain how you would develop

relevant messages to create or strengthen passive and active audiences' awareness of the annual "*Don't drink and Drive*" campaign during the festive season.

20 MARKS