

**UNIVERSITY OF SWAZILAND**  
**FACULTY OF HUMANITIES**  
**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**  
**2016 FINAL EXAMINATION: MAIN**

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**TITLE OF PAPER: PUBLIC RELATIONS CAMPAIGNS AND CASES**

**COURSE CODE: JMC 414**

**TIME ALLOWED: TWO (2) HOURS**

**INSTRUCTIONS:**

1. ANSWER THREE (3) QUESTIONS FROM SECTION A.
2. QUESTION 1 IS COMPULSORY.
3. ANSWER ALL THE QUESTIONS IN SECTION B.

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

## **SECTION A**

### **QUESTION 1**

You are the PR Executive for the Dove® brand and have been asked to launch a PR campaign calling on women around the world to renounce the media's narrow, unattainable standards of beauty and replace them with a message of female empowerment. The campaign should be based on the findings of a major global study, which initiated a conversation about the need for a wider definition of beauty after it proved the hypothesis that the definition of beauty had become limiting and unattainable. You are required to employ various communications vehicles to challenge beauty stereotypes and invite women to join a discussion about beauty. In evolving the PR campaign you are expected to launch an unprecedented effort to make beauty a source of confidence, not anxiety, with the Dove® Movement for Self-Esteem. **(35%)**

### **QUESTION 2**

The Swaziland Action Group Against Abuse (SWAGAA) has embarked on a campaign to change attitudes of those who hold the opinion that the organization is sexist as some people hold the view that it discriminates against men who suffer spousal abuse. Tenele Mthembu, a Development Officer at SWAGAA has been tasked with carrying out the campaign. Design a PR plan to help her achieve this objective. **(20%)**

### **QUESTION 3**

Explain why 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.

**(20%)**

**QUESTION 4**

Discuss what Andrew Cohen meant by “Show me a PR person who is accurate and truthful, and I’ll show you a PR person who is unemployed.”

**(20%)**

## SECTION B

### ANSWER ALL QUESTIONS IN THIS SECTION

1. Advance this statement: "PR refers to the total communication strategy conducted by a person, a government, or an organization attempting to reach an audience and persuade it to adopt a point of view." (5%)
2. How do PR campaigns as coordinated, purposeful, extended efforts designed to achieve a set of interrelated goals move an organization towards a longer-range objective expressed as its mission statement? (5%)
3. Do you agree with Benjamin Netanyahu who said, "I'd rather have bad press than a good eulogy. If you agree/disagree state reasons. (5%)
4. In putting together a PR programme to bring an organization's goals and objectives to public's attention how would you examine all available research information indicating how various publics' view the organizations. (5%)
5. Explain how public relations serve to bring private and public policies into harmony. (5%)