

**UNIVERSITY OF SWAZILAND**

**FACULTY OF HUMANITIES**

**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**

**FIRST SEMESTER MAIN EXAMINATION PAPER – DECEMBER, 2016**

**TITLE OF PAPER: COPYWRITING**

**COURSE CODE: JMC 335**

**TIME ALLOWED: 2 HOURS**

**INSTRUCTIONS:**

1. Answer **three (3)** questions.
2. Make sure you proofread your work to eliminate writing errors and resultant loss of marks.
3. Use your own examples to illustrate your answers.

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

### **Question 1: Print Copy**

Discuss how print media copywriters manage to create advertising messages that:

- a) Break through the clutter of competing advertisements. (10)
- b) Build memory of the advertised brand. (10)

[20 Marks]

### **Question 2: Writing to Communicate**

A copywriter's role is to bridge the gap between the manufacturer and customer. With this in mind, discuss how a copywriter manages to fulfil this role especially when writing copy for a product that has scientific or technical features.

[20 Marks]

### **Question 3: Market Segmentation and Targeting**

*Red Bull* is an energy drink whose target market consists of 18 to 34 year old men who live full and active lives that are physically demanding. They also enjoy the outdoors, taking risks and having fun.

- a) Discuss how *Red Bull* determined its target market. (10)
- b) Discuss how you as a copywriter would appeal to this group in either a print advertisement or television commercial. (10)

[20 Marks]

### **Question 4: Radio Copy**

Choose any type of radio commercial that you think would appropriately advertise *Johnson & Johnson's* new product called *Gentle Protect* which is an anti-bacterial hand-wash for toddlers

Discuss the various copy and sound elements that you would take into consideration when creating the commercial so that information is presented in an "aurally persuasive" manner.

[20 Marks]

### **Question 5: Television Copy**

Discuss how a copywriter can capitalise on both television's visual and audio capabilities to capture the target audience's attention and present product benefits in a way that leaves a lasting impression.

[20 Marks]

### **Question 6: Outdoor Copy**

Discuss how outdoor media advertises quickly and legibly communicate sales messages to an audience that is either in motion or performing other activities. Use local examples to substantiate your answer.

[20 Marks]