

**UNIVERSITY OF SWAZILAND**

**FACULTY OF HUMANITIES**

**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**

**FIRST SEMESTER MAIN EXAMINATION PAPER – DECEMBER, 2017**

**TITLE OF PAPER: COPYWRITING**

**COURSE CODE: JMC 335**

**TIME ALLOWED: 2 HOURS**

**INSTRUCTIONS:**

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

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

**Question 1 (Compulsory)**

Assume you are the copywriter for a new travel agency company that will help local clients make necessary travelling arrangements through online platforms. Write the copy (headline, subheads, body copy, slogan as well as provide a brand name) that will appear in the print advertisement. Make sure that the copy adheres to the rules of good copy.

**The company seeks to communicate the following selling points:**


Online booking of flights, cruises, as well as car hire and accommodation via the website and mobile app.

The company will connect with clients on social media and solve customers' issues through Facebook and Twitter.

Numerous budget-friendly holiday packages for both local and international destinations.

30 dedicated travel professionals to help clients fulfil their holiday plans.

[20 Marks]

<b>HEADLINE</b>		
<b>SUBHEAD</b>		
		
<b>SUBHEAD</b> BODY COPY	<b>SUBHEAD</b> BODY COPY	<b>SUBHEAD</b> BODY COPY
		<b>BRANDNAME</b> SLOGAN

## Question 2

As a copywriter you've been given the assignment to write print advertisement copy for a personal computer (PC). The product's target market is IT managers of large corporations, who are responsible for sourcing computers for 50-200 people and are looking for a high quality product.

Discuss what considerations you would make when writing and arranging the copy to ensure the client's product is effectively showcased.

[20 Marks]

## Question 3

Advertisers go to great lengths to identify the parts of the market that they can best serve. Discuss why focusing on a specific group of consumers is beneficial for the brand, its customers as well as those responsible for creating the brand's advertising messages.

[20 Marks]

## Question 4



Body copy: It's easy to see the beauty of the *Hyundai i40*, but don't let its design distract you from the bigger picture. Created with deep attention it comes with a driving performance capable of matching its impressive style. It will make you think again. Take a test drive today. To find out more visit [hyundai.com](http://hyundai.com) or your local dealer.

Slogan: New Thinking, New Possibilities.

Discuss how you would use the product details in the *Hyundai i40* print advertisement to create copy that effectively delivers the sales message to radio audiences.

[20 Marks]

### Question 5

Studies reveal that television commercials that effectively communicate their messages include either humour, celebrity spokespersons, children, real-life scenarios, music, or brand comparisons. Chose any *three* of these strategies and discuss how each positively affects the viewer's perception of the product or service advertised.

[20 Marks]

### Question 6

a) Using the product information available in the *Hyundai i40* advertisement, create copy for a billboard that will be used by the brand. (8)

b) Discuss the guidelines you followed when creating the copy, as well as how you would choose the type and arrange the major copy elements. (12)

[20 Marks]