UNIVERSITY OF SWAZILAND

**INSTITUTE OF DISTANCE EDUCATION**

**Bachelor of Education (Adult Education)**

**Second Semester 2013/2014 Session**

EXAMINATION QUESTION PAPER: **MAIN**

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| TITLE OF PAPER: | **Public Relations II** |
| COURSE CODE: | **BAE 518** |
| TIME ALLOWED: | THREE HOURS |
| INSTRUCTIONS: | 1. Answer FOUR (4) questions.<br>2. Write **legibly,** that is, **boldly** and **clearly.**<br>3. Evince the principles of **composition** and **grammar.** |

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

**BAE 518: PUBLIC RELATIONS II**
**Each question carries 25 marks.**

1. Answer A or B.
   **A**: **Discern** the public relations matter that is at stake in the article, "SEC IS SWIMMING AGAINST THE TIDE" (Attachment A); then, **design** a campaign to deal with it.

   **B**: **Enumerate** the elements of public relations campaigns; then, **explain** each element, giving specific examples.

2. **Discuss** the nature and types of public relations research.

3. "Public relations, like most other forms of human activity, can be measured in moral terms....Endless ethical questions can be raised in an ordinary week's work in public relations, but most of them fall into four categories." – Nigel Ellis (1969) **Discuss** this assertion, with specific attention to the four categories of "ethical questions" exposed by Ellis.

4. Cutlip et al. (1994) describe four types of public relations roles that practitioners may play where they work, otherwise referred to as "models of public relations behavior." **Identify** and **explain** these roles, with concrete examples.

5. Different types of *outfits* exist in the real world of public relations. **Describe** these outfits; then, **evaluate** them in terms of their advantages and disadvantages for the focal social units or entities that employ them.

6. Writing is vital to public relations. **Discuss** the nature of public relations writing, generally; then, **describe** FOUR items that public relations practitioners write, regularly.

# ATTACHMENT

# Comments & Analysi

# SEC IS SWIMMING AGAINST THE TIDE

THE Swaziland Electricity Company has embarked on a charm offensive in a bid to win over not just public sympathy but also support and, by extension, that of the Swaziland Energy Regulatory Authority for its proposed 15.5 per cent tariff hike.

As part of its arsenal, the Swaziland Electricity Company (SEC) seems to be mobilising the Fourth Estate, the media, in a bid to convince the public and indeed the Swaziland Energy Regulatory Authority (SERA) why it should be awarded the 15.5 per cent tariff increase it has applied for from the latter - but expecting SEC clients to dig deeper into their pockets for the proposed tariff hike might be expecting too much.

As I see it, the majority of SEC clients are just emerging from the worst-ever economic meltdown to have been experienced by this country since Independence in 1968, which culminated in government experiencing a serious cash-flow problem. The causal factors for this have been well recorded but include reduced receipts from the Southern African Customs Union (SACU) pool (which accounts for over half of government's annual budget) coupled to the perennial mismanagement of the fiscus. The net effect of the economic meltdown saw an escalation of consumer goods and services beyond the reach of the majority of people, given that even before then a minimum of 63 per cent of the population was existing below the international poverty datum line which, in simpler terms, means they are poverty-stricken and can hardly afford one decent meal a day.

Furthermore, research by the same media that SEC is now mobilising in its charm offensive, has shown that Swazi electricity consumers were already paying far more than their counterparts within the Southern African Development Community (SADC). What this means in real terms is that our electricity is more expensive than any other within the 15 member countries of SADC. Yet conversely, the economy of the Kingdom of eSwatini, which is the smallest (just like the physical size of the country, not to speak of its population density), has also been the slowest in terms of growth in the region in recent years. That speaks volumes about the burden the people are facing without the tariff increase SEC wants. Given that the size of the kingdom is that of a small city relative to other SADC nations, the Kingdom of eSwatini should be far ahead in just about everything if priority had been given to developmental imperatives over the past 46 years.

As I see it, one might sympathise with SEC and the position it finds itself in, but to support its proposed tariff increase may be asking too much. While one may be sympathetic to SEC's cause, there remain bothersome questions about the company's operations and how it is run. What has become routine when any company worth its salt finds itself faced with a cash-crunch and developmental challenges such as those now confronting SEC, is to initially look inward with a view to rationalising operations and re-engineering to improve efficiency, as well as implementing cost-cutting measures.

It is on record that historically, SEC top honchos; who were paid disproportionately higher than the rank-and-file, earned wheelbarrow-loads of money that may not have been commensurate with the environment, especially with regard to the size of the country's economy, it is operating in. It is also on record that SEC employees were gifted with what one could have said was an unlimited supply of electricity (2 000 units per month) that was the burden of paying clients. Then the self-same SEC made it known that it was owed tens of millions of Emalangeni by defaulting consumers without giving us any insight into how it planned to recover this money. Have these issues been adequately addressed now that SEC *ishaya inyandza leyo?* Af
inherent organisational weaknesses and fa
should not become excuses for tariff hike

What I also find disturbing is that one of
reasons for applying for the tariff incre
that it wants to fund capital projects. W
their very nature capital projects are a on
investment while a tariff increase is perm
Therefore, there is no justification for wh
point has been brought into the equati
SEC cannot fund its capital projects, th
only recourse it is left with is to source fu
from money lending financial institution
and abroad, not electricity consumers. Af
SEC has declared healthy profits over the
money which should have been the ba
planning its future growth. In fact, this
the question of strategic planning if, on t
hand, SEC is able to declare a healthy p
bility while, on the other, it is crying po
Surely to achieve and sustain First World
organisations like SEC and others need t
doing things differently?

The one aspect in which one is gen
sympathetic to SEC and similar organis
is that they cannot be blamed for the unt
positions they find themselves in bec
is not of their own making. The small
the Kingdom of eSwatini tends to conf
thinking of those charged with enacting n
developmental policies and strategies.

Indeed, SEC provides a graphic exampl
apparent under-developmental posture w
requirement for potential clients to prov
infrastructure – transformers, pylons, e
order to be able to connect electricity t
homes.

It is a shame that, 60 years later, SEC d
have 100 per cent coverage of the coun
to speak about its inability to generate
power, approximately 400 MW, for do
consumption. After all, with about a thir
country comprising coal deposits, it still
the mind why successful governmen
never prioritised electricity power gen
as a strategic component.