

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF ENGLISH

FINAL EXAMINATION 2005

Title of Paper: ADVANCED ADVERTISING
Course Code: JMC 306
Time allowed: THREE (3) HOURS

INSTRUCTIONS:

- 1. Answer any four (4) questions.*
- 2. Neatness, grammar and spelling will count in grading.*
- 3. Each question carries 15 marks.*
- 4. This paper consists of two pages, cover page included.*

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

Question 1:

“In advertising some message appeals are based on fear, guilt, sex and music.” Illustrate how each of these elements has been used by either the electronic or print media.

Question 2:

“Public Service Announcements (PSAs) are closely related to commercial advertisements.” What are the similarities and differences between the PSAs and commercials?

Question 3:

- a) Explain the importance of using AIDA concept in creative advertising. (9 marks)
- b) Give illustrations of where this concept would strengthen your commercials. (6 marks)

Question 4:

Discuss the role of Celebrity Branding, giving specific examples of endorser attributes.

Question 5:

“Advertising in the electronic media in Swaziland has not been developed to the extent as it has been developed in South Africa.” What are the problems facing the advertiser in Swaziland?

Question 6:

What should be taken into account when preparing an advertisement for:

- a) Television?
- b) Radio?
- c) Newspapers?