

**UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF ENGLISH**

FINAL EXAMINATION 2006

TITLE OF PAPER: ADVANCED PUBLIC RELATIONS

COURSE CODE: JMC 305

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.*

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GRANTED BY THE INVIGILATOR**

Question 1

According to Fraser Seitel “attitudes are based on a number of characteristics.” Discuss these characteristics.

(15 marks)

Question 2

a. Basing your illustration on a diagram of a proposed public relations department of UNISWA, indicate the publics of the University of Swaziland.

(10 marks)

b. Indicate which of those publics can be regarded as primary or secondary.

(5 marks)

Question 3

Doug Newson and Alan Scott point out specific qualities that help an individual to become a professional public relations person. Please explain these qualities.

(15 marks)

Question 4

“Most people wrongly assume that public relations means image making in the sense of creating a false front or cover-up.” Please comment on this assumption using your knowledge of public relations.

(15 marks)

Question 5

List and briefly discuss the five positives of socially responsible public relations, as well as the three negatives attributed to public relations when it is not practiced in the public interest.

(15 marks)

Question 6

Melvin De Fleur and Sandra Ball-Robeach have produced a socio-cultural model of persuasion.

a. Please produce the model in question.

(10 marks)

b. Briefly explain the various elements of the model.

(5 marks)