

**UNIVERSITY OF SWAZILAND  
FACULTY OF HUMANITIES**

**DEPARTMENT OF JOURNALISM AND MASS  
COMMUNICATION**

**FINAL EXAMINATION MAY 2009**

**TITLE OF PAPER : ADVERTISING**  
**COURSE CODE : JMC 206**  
**TIME ALLOWED : TWO (2) HOURS**

**INSTRUCTIONS:**

- 1. Answer Question 1 and any other two (2) Questions*
- 2. Each question carries 20 marks*
- 3. 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 [Compulsory]**

“Many people are concerned with the potential impact of advertising”.  
With this in mind, discuss the following aspects of the industry:

- (a) Criticism of advertising [10 marks]
- (b) Positive contributions of advertising to the economy of Swaziland. [10 marks]

**Total = [20 marks]**

**Question 2**

In their discussion of perspectives on advertising, Larry Percy and Richard Elliot have constructed a map of perspectives on advertising.

- (a) Produce the “Conceptual map of Perspectives on Advertising.” [10 marks]
- (b) Describe the sectors into which you can slot most approaches to understanding advertising and society. [10 marks]

**Total = [20 marks]**

**Question 3**

- (a) Make a diagrammatic comparison of a “Communication Response Sequence” with McGuire’s Information Processing Paradigm.” [10 marks]
- (b) Compare a “Planning sequence” with a “Communication Response Sequence”.

[10 marks]  
**Total = [20 marks]**

**Question 4**

In advertising, the strategic planning process is quite specific. Describe in detail the various steps to be followed in the planning.

[20 marks]

**Question 5**

How does advertising work? Make reference to local examples.

[20 marks]

UNIVERSITY OF SWAZILAND  
FACULTY OF HUMANITIES  
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

FINAL EXAMINATION 2008-09

TITLE OF PAPER: NEWS REPORTING

COURSE CODE: JMC 211

TIME ALLOWED: THREE (3) HOURS

**INSTRUCTIONS:**

1. Answer question #1 plus three of the other question options for a total of four (4) questions.
2. Question 1 is worth 30 points. All other questions are worth 20 points each.
3. Legibility, grammar and mechanics will count in grading.

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

Question 1:

You have been assigned to report on a recent strike at a Matsapha textile plant, which resulted in injuries and damage. Use your knowledge of the 7-step reporting and writing process described in chapter 5 of the textbook, *Writing for the Media in Southern Africa* to explain how you would go about reporting and developing this story.

Question 2:

Describe in detail the steps and questions involved in both editing and sub-editing a reporter's work.

Question 3:

2-part question (both parts required)

Part A (12 pts) – explain the steps and factors involved in preparing for and conducting effective face-to-face, telephone and email interviews.

Part B (8 pts) – describe one likely source you would consult for a story about financial problems at UNISWA, explain why you would interview that particular person, and write five (5) appropriate interview questions you would ask that person.

Question 4:

In chapter 3 of *Writing for the Media in Southern Africa*, Nels describes twelve factors or criteria used by editors in selecting and prioritising news stories. Name and explain ten of the twelve factors; then, describe how at least 4 of these factors apply in an actual news story example.

Question 5:

Locating appropriate sources of information is a vital first step in reporting. Describe how a reporter should go about locating, establishing, using, evaluating and protecting credible sources.

Question 6:

Describe five (5) of the different news story genres and give an example of a typical story topic and angle for each one.