

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
2010/2011 FINAL EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: PUBLIC RELATIONS II

COURSE CODE: JMC 305

TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

Answer **THREE** questions.

Spelling and grammar will count in grading.

Use your own examples to illustrate your answer(s).

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

Question 1 (compulsory)

The Government of Swaziland is currently facing a major challenge from public servants and civil society regarding Circular number 1 of 2010. Develop a public relations campaign for the government to enable it to counter the bad publicity and no-confidence vote.

(20 Marks)

Question 2

Ethics can be defined as “the guidelines or standards allowed in dealings (relationships) with others”. Explain this definition, aiding your answer with examples.

(10 Marks)

Discuss in detail the importance of professional codes of conduct in public relations.

(10 Marks)

Question 3

a) Explain the significance of research in Public Relations.

(5 Marks)

b) Define a communication audit.

(5 Marks)

c) If you were asked to do a communication audit for the University of Swaziland, explain how you would go about doing this task.

(10 Marks)

Question 4

a) Explain the theory of public opinion.

(5 Marks)

b) Discuss the crucial elements in the formation of public opinion giving examples to illustrate your answer.

(15 Marks)

Question 5

- a) Fraser Seitel argues that most research in public relations is either theoretical or applied. Explain these types of research and why they are used in public relations.

(10 Marks)

- b) Discuss the four elements of surveys.

(10 Marks)

Question 6

Explain the following terms giving examples to support your answer:

- a) Public Opinion
- b) Corporate Social Responsibility
- c) Crisis Communication
- d) Press Kit

(20 Marks)