

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

EXAMINATION QUESTION PAPER: MAY 2011 MAIN

TITLE OF PAPER: **ADVERTISING II**

COURSE CODE: JMC 306

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

1. Answer **three (3)** questions.
2. Write **legibly**, that is, **boldly** and **clearly**.
3. Evince the principles of **composition** and **grammar**.

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

## JMC 306: ADVERTISING II

Answer **THREE** questions. Number 1 is compulsory and carries 30 points, others 15.

1. Invariably, the principal activity in the business of advertising is the *campaign*.
  - (i) **Define** *advertising campaign* and **state** its scope. (5 marks)
  - (ii) **Identify** the components of an advertising campaign and **explain** the phases/stages of an advertising campaign. (20 marks)
  - (iii) **State** FIVE things that two entities responsible for conducting an advertising campaign must do to make it succeed. (5 marks)
2. **Expose** the contributions of two disciplines/subjects to advertising, specifying their key concepts/theories/principles.
3. "Creativity is the livewire of advertising, especially, of advertising agencies." **Discuss** the nature of *creativity*, with regard to copywriting.
4. **Identify** the parts of a print advertisement and **produce** a *thumbnail sketch* of an advertisement of a product of your choice. (Just in case, call on the PAPA Principle!)
5. You have been appointed as a consultant to the newly established Council on Advertising in Swaziland (COAS), and your consultancy is specifically about drawing up a code for regulating advertisers. **Present** a proposal to the council.
6. **Examine** the state of advertising in Swaziland, **specifying** problems and challenges facing the industry.