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

TITLE OF PAPER: MEDIA RELATIONS

COURSE CODE: JMC 338

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

- 1. ANSWER ALL (FOUR) 4 QUESTIONS FROM PART ONE, AND ALL THE QUESTIONS IN PART TWO BY PICKING THE CORRECT ANSWER FROM THE OPTIONS PROVIDED.**
- 2. THIS PAPER CONSISTS OF FOUR PAGES, COVER PAGE INCLUDED**

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PART ONE

The Manzini Police Department has recently experienced a public backlash after the television station, **Channel 5**, ran a documentary about an undercover female police officer. The officer, Sakhile Dlamini, unveils a police department that is corrupt, lacks pride and motivation. The male officers take bribes, are sexist and play games while on duty rather than patrol the streets. Some of the officers are shown receiving cash from well-known gangsters, ignoring people in need of help and not responding to rape survivors.

The objective of the campaign is to rebuild the trust of the community with the police officers. The video shows glaring corrupt practices, a lack of motivation and pride, which the campaign will restore through the disciplinary actions of the department and initiative for change in the future. The campaign will highlight the discrimination programme that will begin in the department, emphasizing zero tolerance for corruption and promoting gender justice.

The audience of this campaign is the community of Manzini. The goal is to reach all members of the community and to explain the situation and the actions that are being taken.

QUESTION 1

Prepare a Memorandum outlining the risks to the Manzini Police Department's reputation as a highly disciplined law-enforcement agency that have arisen from this scandal.

(20 Marks)

QUESTION 2

Provide advice on how the Manzini Police Department should handle hostile media enquiries after Channel S ran the damaging documentary.

(20 Marks)

QUESTION 3

Outline a six month programme highlighting how the Manzini Police Department could restore their reputation with the general public.

(20 Marks)

QUESTION 4

Explain the role corruption plays in damaging the public profile of the Manzini Police Department. How did this corruption manifest itself in the mentioned communication channel?

(20 Marks)

PART TWO

- a) When we said PR is a two ways communication, we were... (5%)
1. Not just telling but listening too
 2. Gave instructions
 3. Listening more than telling
 4. Not to solicit feedback
- b) The contemporary concept of public relations is based on which of the following key words? (5%)
1. Inducing, engineering and creating
 2. Asymmetric, one-way and propaganda
 3. Reciprocal, mutual and between
 4. International, global and diverse
- c) The specialized part of corporate public relations that interacts with Shareholders and the financial community is which of the following? (5%)
1. Accounting
 2. Public affairs
 3. Issues management
 4. Investor relations
- d) Which of the following professional values from the PR Code of Ethics requires media relations practitioners to “adhere to the highest standards of accuracy and truth in communicating with the public”?
1. Advocacy
 2. Loyalty
 3. Honesty
 4. Fairness