

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

FIRST SEMESTER MAIN EXAMINATION PAPER – December, 2014

TITLE OF PAPER: Copywriting

COURSE CODE: JMC 335

TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

1. Answer **three** questions.
2. Make sure you proofread your work to eliminate writing errors and resultant loss of marks.
3. Use your own example to illustrate your answer(s).

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

Question 1: Writing Print Media Advertisements

Describe how headline copy, body copy and visuals may be employed to create an effective print advertisement for a car.

[20 Marks]

Question 2: Writing Clear Copy

Discuss which techniques for writing clear copy will ensure that your copy is easy to read and moves the reader from one point to the next smoothly.

[20 Marks]

Question 3: Research

Discuss how you as a copywriter for a client named 'Betta Cereal' would do research before writing print copy for their new product of breakfast cereal which is targeted at children between the ages of 7-13 years old.

[20 Marks]

Question 4: Writing Broadcast Media Advertisements

Discuss how you as a copywriter would express a major selling point or benefit for a product of your choice when writing a television commercial script for the following formats:

- a) Problem/solution Format [5]
- b) Slice-of-life Format [5]
- c) Testimonial or Endorsement Format [5]
- d) Musical or Jingle Format. [5]

[20 Marks]

Question 5: Writing Online Media Advertisements

Based on your understanding of how people read websites, describe how you would write an effective Home and "About Us" page for a product that is designed to be sold directly.

[20 Marks]

Question 6: Writing Outdoor Media Advertisements

Explain how copy written for outdoor and transit advertisements manages to convey a particular appeal and gain attention.

[20 Marks]