

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
FINAL EXAMINATION – DECEMBER 2014

TITLE OF PAPER: WRITING FOR PUBLIC RELATIONS
COURSE CODE: JMC 336
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 (2) PAGES, COVER PAGE INCLUDED.

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

QUESTION 1 (ANSWER THIS QUESTION AND CHOOSE ANY OTHER TWO BELOW)

Skinner, et al (2010) propose that the contents of a Press or Media Kit vary according to the occasion. If you were the public relations officer for Population Services International (PSI) preparing for the 2014 World AIDS Day event, which four written materials would you include in your kit and why? **20 MARKS**

QUESTION 2

You are the public relations officer of Swazi Secrets, a local company that produces and exports marula-based cosmetic products. Your company will soon launch a new body oil. Draft a media pitch or letter to the editor of the Times of Swaziland SUNDAY to arouse the editor's interest in your organisation's launch of the new product in a week's time. **20 MARKS**

QUESTION 3

As a public relations practitioner, apply your knowledge of innovation or information diffusion theory and explain how you would use various communication tools to get passive and active audiences aware of and/or interested in a publicity campaign message.

20 MARKS

QUESTION 4

Describe the preparatory process you would undergo when drafting a 5Ws and H-based fact sheet for the University of Swaziland's (UNISWA) Journalism and Mass Communication Society. **20 MARKS**

QUESTION 5

The Annual Report is the most important document that a company publishes every year. Discuss the objectives of a corporate Annual Report and highlight five key sections to be included in this publication. **20 MARKS**

QUESTION 6

Critically analyse the following key considerations when writing news releases:

- Writing style
- Deadlines and Embargo
- Contact information
- Background information

20 MARKS