

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

FIRST SEMESTER MAIN EXAMINATION PAPER – DECEMBER, 2015

TITLE OF PAPER: COPYWRITING

COURSE CODE: JMC 335

TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

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

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

QUESTION 1: Print Copy

According to Bly (2005:69), “An effective advertisement tells an interesting, important story about a product. And, like a novel or short story, the copy must be logically organised, with a beginning, a middle, and an end.” In light of the above statement, discuss how a print advertisement effectively manages to persuade prospective customers to purchase an advertised product.

[20 Marks]

QUESTION 2: Writing to Communicate

Writing to communicate is rooted in the belief that copy should be as clear, digestible, and customer-orientated as possible. Discuss each element in relation to how a copywriter manages to get their message across to the reader.

[20 Marks]

QUESTION 3: Copywriting Research

Ultimate Designs is a new furniture shop that has recently opened in Mbabane and is looking towards developing its first advertising campaign. The company specialises in selling stylish, high-quality sofas. Assuming you are in charge of advertising its product, discuss:

- a) How you would identify the target market? [8 Marks]
- b) How you would conduct research on the target market so that you understand the prospective customer and their motivation for buying luxury furniture? [12 Marks]

QUESTION 4: Radio Copy

Radio is often referred to as a “theatre of the mind”, wherein the “listener builds the scenery, does the costuming, and decides what the face behind the voice looks like” (Meeske and Norris, 1987:132).

With this in mind, discuss how a good radio script helps the listener visualise the product or service being advertised. Use examples to support your answer.

[20 Marks]

QUESTION 5: Television Copy

Copy Information

Advertiser: Vital Multivitamin

Key feature and benefit: Expertly formulated vitamins and mineral to support the condition of skin and protect against premature aging.

Slogan: Good Health is Vital

Discuss using a shot-by-shot description how you would draw attention to the product advertised, emphasise the main selling point, and identify the product name in a 30-second problem-solution television spot.

[20 Marks]

QUESTION 6: Outdoor Copy

Discuss how you would convince the owner of a local restaurant to use outdoor media advertising. Comment on outdoor advertising's role in reaching target audiences as well as how copy and design elements can be used to effectively advertise his or her service.

[20 Marks]