

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
2016 FINAL EXAMINATION: MAIN

TITLE OF PAPER: MEDIA RELATIONS

COURSE CODE: JMC 338

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

1. ANSWER THREE (3) QUESTIONS FROM SECTION A.
2. QUESTION ONE (1) IS COMPULSORY.
3. ANSWER ALL THE QUESTIONS IN SECTION B.

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SECTION A

QUESTION 1

Thousands of mobile phone users in Swaziland are overjoyed at the prospect of MTN's monopoly in Swaziland coming to an end, and that two mobile phone providers would soon be introduced to the market. MTN Swaziland is apprehensive about the new competition and in retaliation decided to lower their call rates. Draft a creative media relations strategy for MTN Swaziland. (35%)

QUESTION 2

Media are pervasive and a key part of modern society and communications. The vexing question is whether media relations is an art or science? And if it is both, as most practitioners believe, how can Swaziland Beverages then translate its media strategies into reality to achieve desirable results? (20%)

QUESTION 3

How are crisis communication and the management of corporate expectations interdependent? (20%)

QUESTION 4

It is commonly understood that trust speaks to one's integrity. Why is this trait so important for media relations? (20%)

SECTION B

ANSWER ALL THE QUESTIONS IN THIS SECTION.

1. Explain why informing the public of an organization's mission, policies and practices in a positive, consistent and credible manner a crucial aspect of media relations? (5%)
2. How does public relations offer third-party legitimacy that advertising does not have? (5%)
3. In what ways does media relations develop public image and foster goodwill toward the organization? (5%)
4. A spokesperson has certain rights such as to be quoted accurately and to be treated fairly, but again the spokesperson does not have certain rights. Outline those four factors where the spokesperson does not have certain privileges. (5%)
5. Advance reasons why word choice during an interview can be critical in helping to ensure that your words don't get misquoted or your thoughts misrepresented. (5%)

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TITLE OF PAPER: MEDIA LAW AND ETHICS

COURSE CODE: JMC 339

TIME ALLOWED: 3 Hours

Instructions:

Answer THREE Questions

Answer at least one question from each section.

Please pay attention to grammar and spelling

Use examples from the cases studies you have read to illustrate your answer(s).

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SECTION A

QUESTION 1

- a) Write a critique of the controversial photo published by a California newspaper that caused debate on privacy versus the public's right to know (see appendix.) What reasons did the newspaper give for publishing the photo? Why did my readers oppose?
- b) As editor, if you chose to publish the photo, describe ways, if any, you would have done to "minimize harm".

QUESTION 2

What constitutes moral growth? (Please refer to lectures, case studies, the SPJ's Code of Ethics and NYU's Handbook for Ethical Journalism).

QUESTION 3

In the renowned film, *Shattered Glass*, that you were required to screen for this course, Stephen Glass referred to a "hole in the fact-checking system". Many journalists use "reporter notes" as sole source material. What can be the legal implications of using only reporter notes? What is and what is not ethical about the use of these notes, especially when sources are anonymous.



Bakersfield, CA 1985 (AP)