

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
FINAL EXAMINATION – DECEMBER 2016

TITLE OF PAPER: WRITING FOR PUBLIC RELATIONS
COURSE CODE: JMC 336
TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

1. ANSWER QUESTION ONE (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)

Critically analyse the News Release on pages 4&5 and identify five limitations in its design. What could have been done by the public relations writer to improve its effectiveness?

20 MARKS

QUESTION 2

In public relations practice, how can one apply the moral principles outlined in Baker & Martinson's (2014) TARES model to the persuasive written material generated by your organization? Use examples to illustrate your answer.

20 MARKS

QUESTION 3

Assume the role of public relations practitioner for the new mobile telephone operator, Swavi Tel, to be introduced to the telecommunications sector. Explain how you would develop a Press Kit to disseminate to business journalists attending a forthcoming Press Conference where management would announce the commencement of operations.

20 MARKS

QUESTION 4

According to Wilcox & Nolte (1999) brochures contain specific, detailed information on a particular subject. Select one of the subject areas below and discuss how you would develop a brochure for it and elaborate on five topics you would cover:

- Student life at the University of Swaziland
- Journalism and Mass Communication (JMC) Society

20 MARKS

QUESTION 5

Using the guidelines proposed by Skinner et al (2010), develop an outline of a speech you would draft for the Dean of Student Affairs of the University of Swaziland welcoming new students enrolled at the institution for the 2017/2018 academic year.

20 MARKS

QUESTION 6

Critically analyse Two-Step Flow, Information or Innovation Diffusion and Hierarchy of Needs theories in relation to their application in public relations writing. Illustrate your answer with examples.

20 MARKS

NEWS RELEASE EXAMPLE

Taiwan Embassy Donates laptop to offender student

The Republic of China (Taiwan) has donated a laptop worth E7500 to His Majesty's Correctional Services inmate student who has been admitted at the Southern African Nazarene University. Abel Simelane, a 22 year old male student has been admitted to pursue a degree in Pharmaceutical studies having passed his form five examination in 2015. He is currently serving his sentence at the Malkerns Young Persons Centre (MYPC) and is due to complete his sentence in 2018.

As a requirement and one of the essential tools for such academic enrolment, the laptop was listed in the University's prospectus. Yesterday, the Ambassador presented Commissioner General Isaiah Mzuthini Ntshangase with the laptop during an event which was held at the Embassy offices.

Speaking during the presentation, Ntshangase said Simelane's prosperity was one of the success stories of the Vulamasango School hence they found it fit to solicit help for the young lad to pursue his studies at tertiary level. He said, the ambassador's swift response demonstrated a sense of willingness and commitment in fighting crime through the rehabilitation of offenders. He mentioned that such a move also reflected that the office was led by a very considerate, conscientious and thoughtful leader who is always willing to add value to the lives of the marginalized and disadvantaged members of society such as Simelane.

Simelane who is a double orphan had no means to raise money for the laptop and other necessities for his educational requirements. Ntshangase said on this regard, the quick intervention by the embassy was highly appreciated. Ntshangase said he was also happy that such kind gesture was received as good news by the student and it would go a long way in inspiring him to achieve his educational dream. He added that there were a number of students who exceptionally did well and as such they would from time to time ask for such form of assistance in future.

Commissioner General also mentioned that while education was critical for social and economic prosperity in present day society, research studies also found it essential in preventing offenders from relapsing to crime. On the other hand, Taiwan Ambassador Thomas Chang said it is their policy and obligation as a country to help their sister countries when they are in need of any form. Therefore, they found it imperative to assist the student in transforming him into a law abiding citizen through assistance that will keep his educational aspiration alive.

This is because there is always hope for any offender who is willing to have his life reformed. On another hand, Chen noted that the academic of success of the student was testimony that the correctional rehabilitation programs were highly effective. He also mentioned that the embassy also contributed some funds towards the SADC summit

considering that this was the biggest meeting to ever been held in the kingdom hence it was imperative to contribute towards its success.

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