

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
2016/2017 EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: ADVERTISING LAYOUT AND PRODUCTION

COURSE CODE: JMC 337

TIME ALLOWED: THREE (3) HOURS

INSTRUCTIONS:

- 1. QUESTION ONE IS COMPULSORY**
- 2. ANSWER ANY OTHER THREE QUESTIONS**

Question One: Compulsory

Mercedes Benz is launching a new family car designed and targeting middle and upper class women in Swaziland and has asked you to prepare an advertisement to launch the car. The advertisement will include a feedback coupon for potential customers to fill in and return for them to obtain a brochure containing product specifications, technical details as well as pricing models.

- (a) Write all the copy, for presentation to the client, incorporating all the wording (including the feedback coupon) as it would appear in the newspaper. [20]
- (b) Separately, prepare the layout for the advertisement you have written ready for the printer. Using a rough sketch, indicate how headlines, illustrations, copy, response coupon and any graphic elements such as logotypes will be displayed and show the styles and sizes of type that will be used. [20]

Question Two

- (a) Develop a radio advertisement script of a brand of your choice [15]
- (b) Explain any five advantages of radio advertising. [5]

Question Three

Describe the following terms showing the importance of each in advertising layout and design:

- (a) Headline [5]
- (b) Body copy [5]
- (c) Anchorage [5]
- (d) Signature lines [5]

Question Four

- (a) Define the term advertising appeal [2]
- (b) With the aid of real-life examples, describe and explain the following:
 - (i) Informational/rational appeals [6]
 - (ii) Emotional appeals [6]
 - (iii) Fear appeals [6]

Question Five

Using narrative theory and the Actantial model, deconstruct the following advertisement (Annexure 1) [20]

Question Six

- (a) Describe and explain the following creative advertising strategies giving real-life examples from advertisements you have seen:
- (i) Unique Selling Proposition [2]
 - (ii) Brand Image Approach [2]
 - (iii) Positioning Approach [2]
 - (iv) Generic Brand Approach [2]
 - (v) Resonance Approach [2]
- (b) Describe and explain the following creative execution styles giving real-life examples from advertisements you have seen:
- (i) Fantasy style [2]
 - (ii) Slice-of-life [2]
 - (iii) Testimonial style [2]
 - (iv) Problem-solution style [2]
 - (v) Demonstration style [2]

Annexure 1

