

UNIVERSITY OF ESWATINI
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
FIRST SEMESTER 2018/2019
MAIN EXAMINATION PAPER – DECEMBER 2018

TITLE OF PAPER: COPYWRITING

COURSE CODE: JMC 335

TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

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

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

Question 1 (Compulsory)

Assume you are the copywriter for a local taxi service that operates in major cities and towns. The company prides itself on offering an alternative to traditional taxi cab service because all their drivers are female. Their new marketing campaign seeks to highlight the benefits of using their service to female prospects who need transport especially in the evenings. Write the copy that will appear in a print advertisement — headline, underline, body copy, tagline as well as provide a brand name. Make sure that the copy adheres to the rules of good copy.

The company seeks to communicate the following selling points:

Users can request a driver to pick them up and take them to their destination via the smartphone app.

Drivers use their personal vehicles to offer discounted fare rides.

Travellers can share their ride with friends or family.

Passengers can select the car service that they desire, from low cost private car options to luxury sedans.

The company proactively runs criminal and motor vehicle checks each year to ensure the driver is still eligible to drive for the company.

24/7 availability.

Passengers typically get picked up within 3 to 10 minutes of requesting a car.

HEADLINE



UNDERLINE
BODY COPY (15-20 Lines)

BRANDNAME
TAGLINE

[20 Mark]

Question 2

Discuss how a copywriter creates advertising copy that “talks to the prospect” as opposed to one that “talks *at* the prospect”. In your discussion, explain the difference between the two types of copy and how the reader may respond to each of them.

[20 Marks]

Question 3

Read the **Mango Airlines** description (**Appendix A**). Discuss how psychographic and behavioural segmentation information may be used by Mango Airline’s copywriter to write persuasive copy that convinces the customer to take action.

[20 Marks]

Question 4

Radio is often relegated to background noise, and is a medium that rarely holds our complete attention. Discuss the various attention-grabbing techniques a radio copywriter may use to draw the listener’s attention to the sales message for both a live and pre-recorded spot.

[20 Marks]

Question 5

According copywriter Edd Applegate (2004), a television copywriter should consider showing the product more often than having someone talk about it

Discuss how the various camera shots may be used to promote an advertised brand and help audience identify the product’s major benefit. Draw on different television commercial approaches to discuss the advantages offered by the various camera shots.

[20 Marks]

Question 6

Discuss the various factors that must be considered in order to run a successful billboard campaign that generates brand awareness. Substantiate your answer by drawing on local examples of outdoor advertisements.

[20 Marks]

Appendix A

Mango Airlines was launched in 2006 with an aim to appeal to price-conscious travellers, hence the brand attracts mainly small business owners, young adults, middle-class families, and those who are traveling a short distance. It was a very small market in the year 2006 with great competition from established carrier South African Airways and low-cost carrier Kulula Airlines. Both airlines were the preferred choice of people travelling by air within South Africa. Thus, Mango Airways elbowed its way into domestic aviation industry with cost structure to win the competition as well as the trust of the people looking for low cost flights in South Africa. But, announcing low cost flight tickets was winning only half of the battle. The major challenge was persuading people who prefer other low cost flights as well as reaching the potential customers, when only 10% of them were having internet access to book flight tickets at that time. Thus, Mango came up with innovative idea of selling tickets through grocery stores and other retail outlets.