

UNIVERSITY OF ESWATINI

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

MAIN EXAMINATION - DECEMBER 2019

TITLE OF PAPER: COPYWRITING

COURSE CODE: JMC 335

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

1. ANSWER ANY 3 QUESTIONS.
2. EACH QUESTION CARRIES 20 MARKS.
3. THIS PAPER CONSISTS OF TWO (2) PAGES, COVER PAGE INCLUDED.
4. POOR SPELLING AND GRAMMAR WILL BE PENALISED

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

ANSWER ANY 3 QUESTIONS.

EACH QUESTION CARRIES 20 MARKS.

Question 1

Critically evaluate how copywriters achieve advertising objectives through their writing

(20 marks)

Question 2

Headlines are said to be the most important part of adverts, discuss 5 ways headline copy manage to grab audience attention and create interest

(20 marks)

Question 3

What are the differences between copywriting for radio and television?

(20 marks)

Question 4

Identify 4 formulas for developing social media copy and show how each technique's emphasis is on solving a problem

(20 marks)

Question 5

Analyse the factors that are critical in the development of clear, concise and compelling copy

(20 marks)

Question 6

As a copywriter, critically discuss the value of doing research before embarking on a new advertising campaign?