

**UNIVERSITY OF ESWATINI**  
**FACULTY OF HUMANITIES**  
**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**  
**2020/2021 MAIN EXAMINATION**

**COURSE NAME: PUBLIC RELATIONS CAMPAIGNS AND CASES**

**COURSE CODE: JMC414**

**TIME ALLOWED: THREE (3) HOURS**

**Instructions:**

Answer three (3) questions, each carries 20 marks

**Section I:** Question 1 is compulsory

**Section II:** Answer 2 questions from this Section

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GRANTED BY THE INVIGILATOR**

## SECTION 1

### Question 1

Read the extract below from the *Times of Eswatini* titled, “15.3% COVID-19 Cases of Pupils in 2 Weeks”. In August, the reopening of schools coincided with an increase in cases of COVID-19 infections. The Government and the World Health Organization (WHO) promoted the following COVID-19 prevention measures; wearing a mask, social distancing (of at least 1.5M) and regular washing/sanitising of hands. The Ministry of Education and Training is requesting you, their PR practitioner to develop a plan for a campaign that will be implemented in schools that are based in Matsapha. The aim is to promote the adoption of preventive measures in order to reduce infection rates amongst pupils.

(20 Marks)

# 15.3% COVID-19 cases of pupils in 2 weeks

BY SITHEMBILE HLATSHWAYO

**MBABANE** – Of the total COVID-19 cases recorded in the country since schools opened two weeks ago, 15.3 per cent of them are of schoolgoing children.

This is according to statistics which were taken from the Ministry of Health COVID-19 daily information update. According to the update, from August 9 when external classes returned until August 18, 2021 there were 980 positive cases recorded from the 10 to 19 age group, out of a total of 6 382 infections that were recorded in the country.

Swaziland National Association of Teachers (SNAT) Secretary General Sikelela Dlamini said the infection rate among infected pupils was very huge. Dlamini said it was unfortunate that the cases among the pupils meant there were high chances for their parents to also get the virus.

“The sad part is that most of the parents upon being infected have slim chances of survival,” said the SG.

He stated that scientific studies revealed that when children were infected with the virus, they did not get critically ill but only had minor conditions. Dlamini said the affected percentage of pupils could result in a lot more adults getting sick and dying of COVID-19-related illnesses.

This, he said, was an indication that the cases were surging and not going down, which was why they were recommending for government to close schools.

When reached for comment regarding the increasing positive COVID-19 cases recorded among young people, Director of Health services Dr Vusi Magagula said the numbers were raising an alarm.

Dr Magagula said they were watching closely what was happening and a decision would be made appropriately.

### RECORDED COVID-19 POSITIVE CASES IN THE PAST TWO WEEKS

DATE	AGES	CASES	CUMULATIVE TOTAL
August 9	10-19	60	678
August 10	10-19	105	1 060
August 11	10-19	95	767
August 12	10-19	122	1020
August 13	10-19	118	157
August 14	10-19	78	501
August 15	10-19	25	157
August 16	10-19	86	506
August 17	10-19	130	767
August 18	10-19	161	769
Total		980	6 382

Extracted from the *Times of Eswatini* – August 19 2021

## SECTION II

### Question 2

Research is a crucial backbone for any public relations campaign. Read the extract below and develop a research plan that will utilise a survey and a communication audit to feed into a “Buy local, Buy Swazi” campaign.

#### **Buy local, Buy Swazi**

Local flea markets, promotional events and campaigns that support the consumption of local products, under the mantra of ‘buy local’ can play a pivotal role in the promotion of cottage products. Such a campaign could serve as a platform that brings together cottage industrialists in Eswatini, with the long-term goal of changing the narrative that has a perennial dependence on imports of products. Yet these imported products can be produced and manufactured in the country. On June 17 2021, during the Agriculture Indaba the Minister of Agriculture, Honourable Jabulani Mabuza, said *“let us stop importing basic food commodities that can be produced locally, let us stop exporting money and jobs to other countries. Asidle kwetfu (let us consume our own) and keep our wealth and jobs.”* The challenge has been put on the table for us all.

(Zandile Mthembu is the Head of Experimentation at UNDP Eswatini Accelerator Lab)

<https://www.sz.undp.org/content/eswatini/en/home/blog/2020/cottage-industry--a-promising-path-for-socio-economic-growth>.

**(20 Marks)**

### Question 3

Discuss three (3) Public Relations Ethics Theories and explain how a Public Relations Practitioner can adopt them when preparing for a campaign. (20)

**(20 Marks)**

#### **Question 4**

At the University of Eswatini (UNESWA), there is a very high consumption of electricity. Research indicates that the cause is due lights, computers and air conditioners kept on in offices, halls and students' residences, day and night.

- (i) How can new media be utilised to conduct a campaign aimed at sensitising the UNESWA community to reduce the consumption of electricity
- (ii) Explain how the Transtheoretical Model is relevant for this campaign? (10)

**(20 Marks)**

#### **Question 5**

Chakaza Charity is a newly established organisation. Their mandate is to empower youth in establishing income-generating projects. The Department of Youth is engaging you to assist Chakaza to improve relations with their publics. In particular, you are requested to;

- (i) Make a persuasive submission and explain the advantages of establishing a public relations unit. (10)
- (ii) Refer to two (2) Public Relations approaches, which Chakaza should adopt in order to improve communication with their publics. (10)

**(20 Marks)**