

**UNIVERSITY OF SWAZILAND**  
**FACULTY OF HUMANITIES**  
**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**  
**EXAMINATION – DECEMBER 2012**

---

**TITLE OF PAPER:** WRITING FOR PUBLIC RELATIONS

**COURSE CODE:** JMC 305/336

**TIME ALLOWED:** TWO (2) HOURS

**INSTRUCTIONS:**

1. ANSWER QUESTION 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)**

As the Public Relations Officer for the University of Swaziland, you are tasked with promoting the 2012 graduation ceremony among various publics in the country. Using the outline proposed by Skinner et al (2010), draft a News Release about the event, embargoing it for the date of 20 October 2012.

**20 MARKS**

**QUESTION 2**

Critically analyze the role of persuasive writing within the field of public relations practice, highlighting four critical aspects that are at play. Support your arguments with realistic examples.

**20 MARKS**

**QUESTION 3**

As a public relations practitioner for the Correctional Services Department, draft a brief Position Paper or Talking Points about the Department's community outreach campaign involving convicts addressing school-going students to warn them about crime. Include three questions and answers in your Q&A section.

**20 MARKS**

**QUESTION 4**

Elaborate on the three key characteristics that differentiate public relations writers from journalists, illustrating your answer with realistic examples.

**20 MARKS**

**QUESTION 5**

"The annual report is the most important document that a company publishes every year," according to Skinner et al. Discuss the objectives of a corporate annual report, its target publics and highlight five key elements that are critical to ensuring a successful publication.

**20 MARKS**

**QUESTION 6**

Draft a speech to be delivered by your Chief Executive Officer at a Press Conference in which he will be announcing the launch of a new website run by the Motor Vehicle Accident (MVA) Fund to ensure its clients have online access to its services. Use Skinner et al.'s three critical steps of speech construction as a basis for your speech outline.

**20 MARKS**