

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
ADVERTISING AND CORPORATE JOURNALISM (IJM 4202)
MAY 2005 EXAMINATION
TIME ALLOWED: 3 HOURS**

INSTRUCTIONS TO CANDIDATES

1. Section A is **compulsory**
2. Answer **any three** questions in section B.
3. Start each question on a new page.
4. Poor spelling and grammar will be penalised

SECTION A: COMPULSORY

Question 1

Imagine you are a Media Planner of an advertising agency. You have been asked to identify the media to use in advertising a new brand of computers. Discuss how you would design the media plan and the factors that you would take into consideration when designing the media plan.

[25 marks]

SECTION B: ANSWER ANY THREE QUESTIONS

Question 2

“Advertising is the art of creating consumerism and turning luxuries into necessities”. Critically analyse the validity of this statement with reference to advertisements in the media.

[25 marks]

Question 3

“The history of advertising is largely the history of advertising agencies that serve the needs of advertisers and media alike.” Discuss the above statement showing the extent to which it captures the role of advertising agencies.

[25 marks]

Question 4

Show the extent to which media organizations’ dependency on advertising revenue has enhanced or compromised their role in representing diverse interests in society.

[25 marks]

Question 5

Discuss the challenges that underpin the need to make all advertisements legal, decent, honest and truthful considering the consumerism which characterize modern societies. **[25 marks]**

Question 6

Using relevant examples discuss the various forms through which corporate journalism manifests itself in the media. **[25 marks]**