

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

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

INSTRUCTIONS TO CANDIDATES

1. Answer **any four** questions.
2. Start each question on a new page.
3. Poor spelling and grammar will be penalised

Question 1

The influence of advertising campaigns on people is very limited as they are not based on any critical theoretical foundation or a serious understanding of people's attitudes towards worldly goods. Critically evaluate this statement. **[25 marks]**

Question 2

"Advertising creates realities." Critically evaluate this statement using specific examples. **[25 marks]**

Question 3

"Advertising is an economic mechanism for manipulation of the media" Critically evaluate this assertion with reference to the influence of advertising on the media. **[25 marks]**

Question 4

Imagine you are the Media Manager of an advertising agency. You have been asked to plan and prepare for an advertising of a new brand of bath soap to be run throughout the OK Grand Challenge in 2005. Outline and discuss the major factors you would consider. **[25 marks]**

Question 5

Give a critical evaluation of the regulatory measures on advertising in any two countries showing clearly the importance of the regulations in governing the advertising industry. **[25 marks]**

Question 6

“Most media organizations are directly or indirectly extensions of corporate organizations in terms of news coverage.” Discuss the validity of the above clearly showing the new relationships that exist between private business organizations and the media. **[25 marks]**