



**CHRISTIAN SERVICE UNIVERSITY COLLEGE
KUMASI –GHANA**

FACULTY OF HUMANITIES

DEPARTMENT OF COMMUNICATION STUDIES

BACHELOR OF ARTS IN COMMUNICATION

End of First Semester Examination, 2021/2022 Academic Year

Level 300

BACS 345: ADVERTISING COPYWRITING FOR PRINT MEDIA

January, 2022

[70 marks]

Time: 2 hours 30minutes

INSTRUCTIONS TO CANDIDATES

- Provide your answer in the **Answer Booklet**
- **ANSWER QUESTION ONE AND ANY OTHER TWO**
- Marks will be awarded for clarity of expression and logical presentation of facts.
- Write your index number clearly at the top of the question paper.

Examiner: Ginn Bonsu Assibey (PhD)

1. Every advertisement has a BIG IDEA that helps relay the advertising message easily to the target audience.
 - i. What is a BIG IDEA in advertising?
 - ii. Create a BIG IDEA to advertise 3-in-1 Milo (Clue: **USP:** It contains milk, sugar and cocoa powder. **Target audience:** Tertiary Students, market women, men and office workers).
 - iii. Outline and discuss **5** message strategies that can be used to present your created BIG IDEA for the 3-in-1 Milo advertisement.

(30 marks)

2. The ministry of Youth and Sports has launched a project dubbed “Become self-employed” with the intention to help the youth unveil their potentials as entrepreneurs to avoid reliance on the Government for employment. As an advertising copywriter state and discuss four types of headlines you will use for advertising this new initiative. **(20 marks)**

3. Using the “Bid idea” strategy create a slogan for the project dubbed “Become self-employed”. List and discuss four factors that you considered when creating the slogan. **(20 marks)**

4. Advertising philosophy drives every advertisement’s message presentation. Write a short note on these creative philosophers and outline their advertisements’ message presentations strategies:
 - i. Fairfax M. Cone
 - ii. William Bernbach
 - iii. Leo Burnett

(20 marks)

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