

# WOMEN'S UNIVERSITY IN AFRICA



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*Addressing gender disparity and fostering equity in University Education*

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**FACULTY OF SOCIAL AND GENDER TRANSFORMATIVE SCIENCES**

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**MASTER OF ARTS IN STRATEGIC COMMUNICATION**

**MAIN PAPER**

**MSC111:                   ADVANCED STRATEGIC COMMUNICATIONS**

**INTAKE 2:               FIRST YEAR FIRST SEMESTER**

**DATE:                   2020                   TIME:    2 HOURS**

## **INSTRUCTIONS TO CANDIDATES**

1. Answer any **two** questions.
2. All questions carry equal marks.

**Question 1**

Analyse the distinct stages in the storytelling cycle.

**Question 2**

‘When strategic communicators try to persuade, we make use of ethos, pathos and logos.’  
Discuss.

**Question 3**

Explore the significance of feature writing in strategic communication, outlining the structure of a feature piece.

**Question 4**

Discuss the assertion that, ‘Strategic writing is a fundamental that may greatly affect the credibility and success of an organisation’.

**Question 5**

Assess the impact of digital media use in the strategic communications of organisations.

**END**