UNIVERSITY OF JOHANNESBURG

SUPPLEMENTARY ASSESSMENT

FACULTY	: HUMANITIES
DEPARTMENT	: STRATEGIC COMMUNICATION
CAMPUS	: APB
MODULE	: COM3AA3
	COMMUNICATION MANAGEMENT 3A
SEMESTER	: FIRST
ASSESSMENT	: AVAILABLE FROM 2 JULY 2021
	DEADLINE 29 JULY 2021 BEFORE 11:00 AM

DATE	:	29 JULY 2021	
ASSESSOR(S)	:	MRS M JOUBERT	
		PROF L HOLTZHAUSEN	
		NWU -	
MODERATOR	:	POTCHEFSTROOM	
		29 JULY 2021	
DEADLINE	:	11:00 AM	**MARKS** : 100

Learning outcomes assessed:

• This assessment will assess all of the learning units.

• This assessment will assess all of the exit level outcomes.

Number of pages: 6 Pages

INSTRUCTIONS:

1. IMPORTANT NOTE: THIS ASSESSMENT IS THE SAME AS THE FINAL ASSESSMENT, HOWEVER STUDENTS ARE EXPECTED TO REDO ALL OF THE WORK. YOUR WORK WILL BE TESTED FOR PLAGIARISM AND IF THERE IS A SIMILARITY OF 15% OR MORE WITH ANY WORK (EVEN YOUR OWN WORK) THEN THE SUBMISSION WILL NOT BE MARKED. IT IS ADVISABLE THAT YOU REFER TO DIFFERENT SCENARIOS IN VIDEO 1 AND THAT YOU USE A COMPLETELY DIFFERENT COMPANY IN VIDEO 2.

2. Please watch the video in the "video assessment" section on uLink where I discuss the assessment in more detail. Note that the date mentioned in the video is different for the supplementary assessment.

3. Submit two videos and two scripts on uLink.

4. On the scripts you are required to write full sentences and include references where relevant.

5. Do not repeat the assessment information in the videos or scripts.

6. Make sure you clearly number your videos and scripts (video 1; script 1; video 2; script 2).

7. All submissions, except if you made a prior arrangement with your lecturer, will be done via BlackBoard.

8. Your videos can be in any power point or MP4 format and your scripts must be in Word document format.

9. Please note that this is a formal assessment, thus copying and pasting of class notes, lecturer's slides or prescribed reading will result in poor performance (as it is plagiarism). We are examining your understanding of the content learned, not the regurgitation or repeating of prescribed readings, lecturer's slides or class notes.

10. Make sure you include your name, surname and student number at the start of each video and at the top of the two scripts.

11. You may not email lecturers or tutors about the assessment questions to get assistance, nor may you collaborate with other students on your assessment.

12. Be aware that similarity reports (SafeAssign) will be used to check the originality of your scripts and your scripts against those of other students. This means that you cannot copy and paste your answers from the Internet or from other students. Make sure you familiarise yourself with the university's plagiarism policies.

13. Ensure that you have adequate data and a reliable Internet connection so that you make sure that you can successfully submit your assessment on Blackboard. Apologies such as 'my Internet dropped the connection' will not be accepted.

14. When completing assessments online, make sure that everything is completed and uploaded before closing your computer. Apologies such as 'my document did not upload properly' will not be valid. It is your responsibility to make double sure that the assessment is completed and everything is completely uploaded for your assessment to be marked.

15. Make sure you meet the deadline and build in enough extra time to complete the assessment on time. Build in extra hours in case something goes wrong, such as loadshedding. Therefore, do not try to submit your assessment at the last minute.

16. Always keep a back-up copy of all assessments submitted, even uncompleted answers that you are working on. Use sites like Google Drive or One Drive to back up your completed assessment in the cloud. This is to protect yourself from losing your work due to your computer getting stolen, breaking down or getting hacked. Losing documents for one or other reason is not a legitimate excuse for not completing assessments on time.

17. By using the Blackboard platform, any work submitted is subject to UJ's policy on Plagiarism and UJ's Online (Academic) rules and regulations, confirming that the work being submitted conforms and complies with these policies as well as any other policy that might be applicable. In the event that it is found that you have contravened these policies, you will be subject to disciplinary action in terms of UJ's policies in this regard.

18. Students will not receive one mark for each fact provided. Students will receive marks based on the holistic answer and the insight shown in their answers.

ASSESSMENT INFORMATION

Prepare **two videos** of **three minutes each**, **with audio scripts,** based on the following guidelines:

Video 1:

1. Reflect on yourself as a leader by discussing the leadership traits that you have. You should also discuss some improvements that you can make to improve certain leadership traits (+- one and a half minute).

2. Explain a conflict situation that you recently experienced and thereafter explain how you applied the four principles of conflict negotiation to the situation. (+- one and a half minute).

3. Submit a Word document with an audio script detailing the words spoken throughout the video. Your audio script should relate to points 1 and 2 above. Your audio script will be compared with the video voice-over to ensure the video audio and audio script is the same. The audio script will be evaluated for plagiarism and if your plagiarism score is more than 15%, you can face a disciplinary process.

Video 2:

Identify an organisation that has recently undergone a major change (change in ownership, expansion, change in senior management, major retrenchment etc.) and discuss the following:

1. The general background of the organisation and the recent major change that occurred within the organisation (+- 30 Seconds).

2. Analyse the vision statement of the organisation. You should mention the vision statement and then discuss how the mentioned vision statement relates to one or more of the characteristics of a vision (+- 30 Seconds).

3. Recommend how the leaders in that organisation could manage the resistance to change? This should be an application answer that is

supported by theory (+- 1 Minute).

4.   Recommend how the leaders in that organisation should create a culture of change and how can they effectively communicate for change? This should be an application answer that is supported by theory (+- 1 Minute).

5.   Submit a Word document with an audio script detailing the words spoken throughout the video. Your audio script should relate to points 1, 2, 3 and 4 above. Your audio script will be compared with the video voice-over to ensure the video audio and audio script is the same. The audio script will be evaluated for plagiarism and if your plagiarism score is more than 15%, you can face a disciplinary process.

EVALUATION

Your videos will be evaluated based on the following criteria:

Video 1:

Criteria	Mark allocation
Professionalism and video quality	10
Discussion during the video	30
Voice and language – Articulate and projects with confidence	10

Video 2:

Criteria	Mark allocation
Professionalism and video quality	10
Discussion during the video	30
Voice and language – Articulate and projects with confidence	10

The following penalties will apply:

- If the sound is unclear students will lose 20%.

- If either one of the videos are longer than 3 and a half minutes you will lose 20%.

- If the video does not open or play you will receive 0.

- If the assessment is submitted after 11:00 on 29 July 2021, students will lose 10% for every day that they are late and after midnight on Friday 30 July 2021 students will obtain 0 for the assessment.

TOTAL: 100 MARKS