



UNIVERSITY
OF
JOHANNESBURG

PROGRAM : DIPLOMA | NATIONAL DIPLOMA
COMMUNICATION MANAGEMENT AND
PUBLIC RELATIONS

SUBJECT : PUBLIC RELATIONS I (MODULE A)

CODE : PRL1AA1 | SKW11A1

DATE : MID-YEAR EXAMINATION – JUNE 2014

DURATION : 2 HOURS

WEIGHT : 50: 50

FULL MARKS : 80

TOTAL MARKS : 100

EXAMINER : MR PS MALINGA

MODERATOR : MS M PRITCHARD

NUMBER OF PAGES : 5 PAGES

REQUIREMENTS : UJ ANSWER BOOK

INSTRUCTIONS TO STUDENTS: —

- ANSWER **ONLY FOUR** QUESTIONS.

REQUIREMENTS

- UJ EXAMINATION ANSWER BOOKS
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QUESTION 1

Read the attached brief on Macufe Festival 2014 and answer the question below:

Assume you have been hired as assistant public relations manager and have been asked to assist in ensuring the success of the above said event.

Select and name **FOUR (4)** public relations functions you would apply to achieve this task. Using headings, discuss your activities in implementing the **FOUR (4)** chosen functions.

Be specific and realistic in your answer.

[20]

QUESTION 2

You have been recently appointed as assistant public relations manager for the University of Johannesburg and have been tasked to compile a media relations strategy.

Discuss **FIVE (5)** steps you would take in drawing up a successful media relations strategy.

[20]

QUESTION 3

Research forms part of the main functions of public relations practitioners. Discuss what is meant by the following aspects of research and also explain their relevance:

- | | |
|--|------|
| 3.1. Client or organisational research | (10) |
| 3.2. Problem or opportunity research | (5) |
| 3.3. Stakeholders (publics) research | (5) |
| | [25] |
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QUESTION 4

Explain the following stages of PRISA's public relations programme:

- | | |
|--|-----|
| 4.1. Defining the situation / Situation Analysis | (3) |
| 4.2. Setting Objectives | (3) |
| 4.3. Stakeholders | (3) |
| 4.4. Formulating Messages | (3) |
| 4.5. Activities or Action Plan | (3) |

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4.6. Budgeting	(3)
4.7. Evaluation	(2)
	[20]

QUESTION 5

Critically discuss the **FOUR (4)** main departments in the advertising agency.

[20]

TOTAL: 80

Macufe Festival 2014

Posted on 13 February, 2014 by Catherine Sempill



Date: October 2014

Location: Bloemfontein

Category: Cultural Festival

Macufe, which is an acronym for the **Mangaung African Cultural Festival** is Bloemfontein's answer to cultural festivals such as the **Klein Karoo National Arts Festival** in Oudtsoorn or the **Aardklop Festival** in Potchefstroom. **Mangaung** is the traditional **Sesotho** name for the Free State city, meaning 'Place of Cheetahs', and given the festival's focus on Africa, it's fitting that the name should incorporate Bloemfontein's traditional African name.

While the 2014 theme is yet to be made public, Macufe's 2013 theme was '**When your heart and soul are African**'. The theme is used to guide the festival towards its aim of being the 'biggest, most culturally balanced **showcase of African arts and culture** in the world'. It does this by rounding up some of the **best local and international artists** across disciplines to show off the talent that comes out of Africa and also remind people of all that Bloemfontein has to offer the world.

The festival is spread out over a roughly 9 day period. During this time, attendees from all corners of the earth will have a chance to experience some of the best and most interesting aspects of African culture. There will be showcases of **art, music, theatre, crafts and even sport** among other things, spread across venues dotted throughout the city of Bloemfontein. **Tickets are sold for individual events** and the **prices vary** (from free entry to R300) depending on the type of show it is.



Keri Hilson was one of the headline music acts at Macufe 2013

Some aspects of the festival, such as the **Macufe Film Week** and the **development performances** of drama and poetry will run for a week at a time, while other events such as the **Macufe Cup** sporting event, the **Macufe Comedy Festival** and the **gospel choir** performance will be for one day only.

While the festival line-up is varied and acts have been selected to **appeal to a broad spectrum of people**, there is no doubt that certain events at Macufe will attract more of a crowd than others. Music is one of those things that almost anyone can appreciate, thus the headline event which tops off the Macufe Festival on its very last night is a **grand finale music concert**. Last year this event featured the likes of **Hugh Masekela, Keri Hilson, Jimmy Dludlu, Lira, Mafikizolo and Khaya**.

The **Macufe Festival** is an initiative of the **Free State Provincial Government** which came into being in 1997. In the time since the inaugural festival, Macufe has experienced the usual growing pains, but with **over 10 years** to its name, the Macufe Festival is proving to be a popular cultural affair proving that **Bloemfontein's got culture too!**

Source: <http://news-events.sleeping-out.co.za/macufe-festival-bloemfontein/> (date accessed 11 April 2014)

