



**PROGRAM** : BA STRATEGIC COMMUNICATION  
*MARKETING & CORPORATE COMMUNICATION*

**SUBJECT** : **STRATEGIC COMMUNICATION  
THEORY 3B**

**CODE** : **SCC3BB3/SCM3BB3**

**DATE** : SUPPLEMENTARY EXAMINATION  
JANUARY 2019

**DURATION** : (3 HOUR PAPER) 08:30 - 11:30

**WEIGHT** : 50 : 50

**TOTAL MARKS** : 180

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**EXAMINER** : DR C. DAVIS

**MODERATOR** : DR E. GREEFF

**NUMBER OF PAGES** : 2 PAGES

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**INSTRUCTIONS** : QUESTION PAPERS MUST BE HANDED IN.

**REQUIREMENTS** : 2 SHEETS OF DRAWING PAPER.

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**INSTRUCTIONS TO CANDIDATES:**

PLEASE ANSWER **ONE** OF THE **TWO** QUESTIONS.

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**QUESTION 1**

Discuss the evolution of Web 4.0 and identify the key challenges as well as the promising advantages of the fourth industrial revolution. Refer to specific trends in the South African media landscape and what new trends you can foresee in terms of the implications of the fourth industrial revolution.

(100)

**OR**

**QUESTION 2**

Discuss how you will use Luhmann's social systems theory and specifically his theory of the mass media and functional differentiation to describe the South African media ecosystem. Identify at least five key insights that this approach provides and explain how these insights can be applied to develop systemic solutions that would otherwise not be apparent.

(100)