



UNIVERSITY
OF
JOHANNESBURG

<u>FACULTY</u>	: Humanities
<u>DEPARTMENT</u>	: Strategic Communication
<u>CAMPUS</u>	: APB
<u>MODULE</u>	: MED1A11
<u>SEMESTER</u>	: First
<u>EXAM</u>	: May 2019

<u>DATE</u>	: 23 May 2019	<u>SESSION</u>	: 12:30 - 14:30
<u>ASSESSOR(S)</u>	: MR DAMIEN TOMASELLI		
<u>MODERATOR</u>	: DR MARITHA PRICHARD		
<u>DURATION</u>	: 2 HOURS	<u>MARKS</u>	: 100

NUMBER OF PAGES: 4 PAGES

INSTRUCTIONS:

1. Answer ALL THE QUESTIONS.
2. Number your answers clearly

SSAO MODULE CODE: MED1A11

SECTION A: ANSWER ALL THE MATCHING COLUMN QUESTIONS

QUESTION 1

1. Match the question in Column A with the relevant statement in Column B. You only need to write down the letter that corresponds with the correct answer from Column B.

For example: 1.1 – B, 1.2 – N, 1.3 – J, etc.

Column A: Question	Column B: Answer
1. Responsible for the entire new content of the newspaper.	A: Ghostwriting
2. What makes it illegal to photocopy an entire book instead of buying the book?	B: Kicker
3. Internet technology that makes it possible for anybody to create and publish digital media easily.	C: Caxton
4. An example of a daily, national newspaper.	D: Defamation
5. A company sued by A&M Records for copyright infringement.	E: News Editor
6. Hired to write literary or journalistic works, speeches, or other texts that are officially credited to another person as the author.	F: Uncontrolled exposure
7. If someone came up with Nickey Mouse or Zickey Mouse, something that wasn't Mickey Mouse but was confusingly similar,	G: Napster
8. Responsible for the editing and layout of the newspaper.	H: Sub Editor
9. The negative publicity about Eskom that is published in newspapers.	I: Web 2.0
10. South African publishers of local newspapers.	J: WhatsApp
11. Any intentional false communication, either written or spoken, that harms a person's reputation	K: The Sunday Times

12. A freeware and cross-platform messaging and Voice over IP service owned by Facebook	L: Editor
13. A limitation to 'freedom of expression'	M: Copyright Infringement
14. What is the physical format of The Daily Sun newspaper?	N: Copyright
15. A story designed to stand out from the rest of the newspaper's front page by the use of a different typeface and layout	O: Tabloid
	P: State Secrets

Section A: [30]

SECTION B: ANSWER ALL QUESTIONS

1. QUESTION 1:

Discuss how the internet might be useful to you in the role of a public relations practitioner. Include examples to support your answer.

(15)

2. QUESTION 2:

Discuss seven disadvantages of television as a publicity medium when compared to other media such as internet, radio and magazines?

(15)

3. QUESTION 3:

What are seven factors that public relations practitioner should consider regarding legal issues? Include examples to support your answers.

(15)

4. QUESTION 4:

Explain seven differences between public and private broadcasters and the regulatory differences placed on them.

(15)

5. QUESTION 5:

Identify whether the following statements are true or false:

- 5.1) Hard news is news that does not deal with formal or serious topics and events.
- 5.2) Gatekeeping is the process through which information is filtered for dissemination.
- 5.3) The Citizen is a local magazine.
- 5.4) In advertising 'CPM' stands for 'Cost per Million'
- 5.5) Currency refers to the news value in which others share similar characteristics such as religion, culture and nationality.

(10)

Section B: [70]

Total: [100]

