



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>	: July 2019

<u>DATE</u>	: 18 July 2019	<u>SESSION</u>	: 8:00-10:00
<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. A free to air television station	A: Social media
2. Internet technology that makes it possible for anybody to create and publish digital media easily.	B: E-TV
3. All the information available about a brand online.	C: The Sunday Times
4. A trade magazine	D: Retweet
5. The legal protection of a brand name like Kit Kat.	E: Subhead
6. The umbrella term for all user-generated content that can be created and shared by anyone	F: Digital footprint
7. The re-sharing of someone's tweet	G: Web 2.0
8. A form of journalism that tells about an event as it happens.	H: Skype
9. Responsible for Facebooks revenue model.	I: Youtube
10. An example of a weekly newspaper.	J: URL
11. The area where a newspaper's name appears in big, bold letters.	K: Trademark

12. An application used for video calling that journalists can use to interview news makers.	L: Forestry South Africa
13. An introductory headline seen below the headline on a newspaper's front page.	M: Masthead
14. The address of a website.	N: Breaking news
15. Which platform is considered the second-biggest search engine?	O: Advertising

Section A: [30]

SECTION B: ANSWER ALL QUESTIONS

1. QUESTION 1:

Identify and explain nine news worthy values.

(27)

2. QUESTION 2:

Explain what defamation is.

(6)

4. QUESTION 4:

Discuss six advantages of using LinkedIn as a public relations practitioner.

(7)

5. QUESTION 5:

Identify nine functions of the Independent Communications Authority of South Africa?

(9)

6. QUESTION 6:

Identify six differences between public relations and journalism.

(6)

7. QUESTION 7:

Identify whether the following statements are true or false

- 5.1) Two journalists were recently released from jail after being accused of spreading state secrets and have won a Pulitzer Prize.
- 5.2) Astroturfing refers to the deceptive practice of presenting an orchestrated marketing or public relations campaign in the guise of unsolicited comments from members of the public.
- 5.3) Myspace.co.za is a prominent social network.
- 5.4) Objective information is information reported without bias.
- 5.5) Online metrics have become an important aspect of social networking.

(10)

8. QUESTION 8:

Name **ONE** social network, excluding Facebook, that are the most suitable for the corporate social media team to use when they want to share short, one-minute videos about an organisation.

(5)

**Section B: [70]
Total: [100]**

