



<u>FACULTY</u>	: Humanities
<u>DEPARTMENT</u>	: Strategic Communication
<u>CAMPUS</u>	: APB
<u>MODULE</u>	: MEDIA 2AA2
<u>SEMESTER</u>	: First
<u>EXAM</u>	: Supplementary Exam

<u>DATE</u>	: 07 July 2020	<u>SESSION</u>	: ONLINE
<u>ASSESSOR(S)</u>	: Mr M Msimanga		
<u>MODERATOR</u>	: Dr M Pritchard		
<u>DURATION</u>	: 48 hours	<u>MARKS</u>	: 100

NUMBER OF PAGES: 3 PAGES

INSTRUCTIONS:

- 1) Answer all questions in this paper.
- 2) Bulleted answers will not be marked. Write full sentences and include examples where relevant.
- 3) In your discussions, do not repeat any of the statements which form part of the questions. Make sure you clearly number your answers. Answers that are not numbered cannot be marked. You have 48 hours to prepare, answer and complete this exam from 07 July 2020 (8.00am) till 9 July 2020 (8.30 am). All submissions, except if you made a prior arrangement with your lecturer, will be done via Blackboard in Word document format.
- 4) Please note that this is an exam, 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.

- 5) Be aware that similarity reports (TurnItIn) will be used to check the originality of your answers and your answers 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.
 - 6) Ensure that you have adequate data and a reliable Internet connection so that you make sure that you can successfully submit your exam on Blackboard. Apologies such as 'my internet dropped the connection' will not be accepted.
 - 7) When uploading exams or 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 exam to be marked.
 - 8) Make sure you meet the deadline and build in enough extra time to complete the exam on time. Build in extra hours in case something goes wrong, such as load shedding. Therefore, do not try to submit your exam at the last minute. Online submissions are programmed to close after the deadline, after which it may no longer be possible to complete your exam online.
 - 9) Always keep a back-up copy of all exams submitted, even uncompleted answers that you are working on. Use sites like Google Drive or One Drive to back up your completed exam 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.
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QUESTION 1: Answer the question with reference to the advertisement below

1.1 Compare how the following theories have different explanations for the way in which the L'Oreal advertisement featuring Beyonce could influence audiences. Do not simply write the theory, but illustrate your understanding by saying how you think the theory is relevant to the advertisement. Give examples to support your argument.

- | | |
|---------------------------------|-------------|
| a) Selective attention theory | (10) |
| b) Framing in the media | (10) |
| c) The hypodermic needle model | (10) |
| d) Agenda setting theory | (10) |
| e) The diffusion of information | (10) |
| | [50] |

QUESTION 2

Amahlathi Municipality

THINGS TO DO IN AMAHLATHI

<p>HORSE RIDING WATER SPORTS KAYAKING BIRDING ABSEILING 4x4 TRAILS</p>	<p>FOREST TRAILS HIKING BASS FISHING TROUT FISHING CLIMBING</p>
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MUSEUMS HISTORIC SITES MONUMENTS
MGWALI CULTURAL VILLAGE

*For More Information Contact
Amahlathi Municipality*


**CATHCART, KEI ROAD,
KEISKAMMAHOEK,
STUTTERHEIM & TSOMO**

Design & photos by Lindsey Frost

Eastern Cape



2.1 Evaluate the effectiveness Amahlathi Local Municipality's brochure. Do not simply write the theory, but illustrate your insight by saying why you think the brochure is effective or not. Give examples to support your argument. In your opinion, how effective is the brochure in terms of the following requirements:

- a) Persuading the audience to visit the Amahlathi Local Municipality. (14)
 - b) Appealing to the readers by knowing your intended audience. (12)
 - c) The length of the brochure needs to be appropriate. (12)
 - d) Putting everything together to fit the number of folds in the brochure. (12)
- [50]**

**Total
[100]**