



<u>FACULTY</u>	: Humanities
<u>DEPARTMENT</u>	: Strategic Communication
<u>CAMPUS</u>	: APB
<u>MODULE</u>	: MED3AA3 Media 3A
<u>SEMESTER</u>	: First
<u>EXAM</u>	: June 2020

<u>DATE</u>	: 12 June 2020	<u>SESSION</u>	: ONLINE
<u>ASSESSOR(S)</u>	DR N LEVY : MRS G GAMBIZA		
<u>MODERATOR</u>	: MS K SITTO		
<u>DURATION</u>	: 48 HOURS	<u>MARKS</u>	: 100

NUMBER OF PAGES: 5 PAGES

INSTRUCTIONS:

1. You have 48 hours to prepare, answer and complete this exam from 5 June 2020 (10 am) till 7 June 2020 (10 am).
2. 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.

3. Provide full answers and not bullet points.
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. Answer length must be appropriate to mark allocation.
6. You may not email lecturers about the exam questions to get assistance, nor may you collaborate with other students on your exam.
7. All submissions must include an assignment cover page with your student details included. Make sure you include your name, surname and student number.
8. 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

SECTION A: COMPULSORY

READ THE FOLLOWING CASE STUDY AND ANSWER QUESTION 1.

Nike's Converse Brand Introduces a Genderless Clothing Line

By [Jennifer Saibil](#), (TMFanibird) *Mar 12, 2020*

Converse, which is owned by Nike ([NYSE:NKE](#)), is rolling out a reimagined line of sports apparel called SHAPES. The collection is meant to be worn by any gender and fit multiple body types.

A new line for a new world

The SHAPES collection features five articles of clothing that come in four universal sizes. They are made from a half-and-half combination of recycled cotton and new cotton, and the non-traditional sizing is meant to correspond to different body types, instead of genders or regular sizing models. Jonathan Tappan, vice president of Global Apparel at Converse, said, "By bringing functionality, inclusivity, and comfort to everyday clothes, we believe we can really change the game."

New launches

SHAPES will launch this summer, followed by two more new collections for Converse that are also meant to support body shapes and movements as opposed to standard sizing models. The lines conform to the Converse genderless shoe ethic, as the brand's signature Chuck Taylor All Stars only come in one sizing format.

This was reaffirmed in the announcement of a new shoe line called CX, which marries the classic Converse design with new trends and materials.

"We've always been a progressive brand, but as we enter a new decade we see an incredible opportunity to push the boundaries of our own design and product ethos," said Phil Russo, global vice president of design and innovation at Converse. That's showing up in the company's new products.

The new shoe collection has three styles that have the classic Converse appearance backed up by new technology for function and comfort. The shoes will be available in stores on March 19, 2020.

QUESTION 1

Currently many industries are experiencing the effects of disintermediation and this affects the way they communicate. Using the case study of **NIKE** above, critically discuss how disintermediation is changing communication between **NIKE** and its relevant stakeholders. Your discussion should include the following:

- 1.1 The four drivers of disintermediation relevant to **NIKE**, [10]
 - 1.2 Five results of disintermediation for **NIKE** [10]
 - 1.3 Five recommendations on how **NIKE** should address the challenges presented by disintermediation [10]
- [30]
-

SECTION B: ANSWER ANY TWO (2) OF THE FOLLOWING QUESTIONS. **SUPPORT YOUR ANSWERS WITH RELEVANT EXAMPLES**

QUESTION 2

- 2.1 Discuss the role of media regulation and its implication on media practice in South Africa. [10]
 - 2.2 Differentiate between internal media regulation and external media regulation, giving relevant examples in your explanation. [10]
 - 2.3 Explain four (4) media regulation typologies, giving examples from the South African media regulation context. [15]
- [35]

AND/OR

QUESTION 3

- 3.1 Discuss the concept of defamation. In your explanation, justify who can sue and what can be sued for? [15]
 - 3.2 Explain how a brand such as Tiger Brands can prevent itself from being held liable for defamation. [10]
 - 3.3 Discuss the four main defences against defamation that a brand such as Tiger Brands can rely on. [10]
- [35]

AND/OR

QUESTION 4

- 4.1 Discuss the concepts of plagiarism and copyright, highlighting the differences between them. **[10]**
- 4.2 Explain why having a plagiarism and copyright policy is important for an organisation. **[10]**
- 4.3 Describe subjudice. In your answer, explain and highlight when it applies and what its exceptions are. **[15]**
- [35]**

Subtotal [70]

TOTAL: [100]