



<u>FACULTY</u>	: Humanities
<u>DEPARTMENT</u>	: Strategic Communication
<u>CAMPUS</u>	: APB
<u>MODULE</u>	: MED3AA3
<u>SEMESTER</u>	: First
<u>EXAM</u>	: Supplementary Winter 2020

<u>DATE</u>	: 17 JULY 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
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

CORONA BEER BRAND CASE STUDY

Corona hits back at 'misinformation' about brand damage from coronavirus

By Diana Bradley, March 02, 2020

Beer brand Corona has emphasised that coronavirus has not damaged its image, despite a survey from 5W Public Relations that found the opposite receiving widespread media coverage.

5W's study found that 38% of beer-drinking Americans would not buy Corona under any circumstances due to coronavirus fears. Maggie Bowman, senior director of communications for the beer division of Constellation Brands, which exports Corona to the US, said: "Despite the misinformation circulating, consumer sentiment and sales remain strong. Consumers understand there's no linkage between the virus and our business."

5W surveyed 737 American beer-drinkers over the age of 21 on Tuesday and Wednesday last week. It found that 38% would not buy Corona under any circumstances, but only 4% of those who usually drink Corona would stop doing so. The research also found that 14% said they wouldn't order Corona in a public venue and 16% were confused about whether Corona is related to coronavirus. Asked for comment about Corona's statement, 5W chief executive Ronn Torossian said via email: "Sorry, untrue – what specifically is untrue?"

"Could one imagine walking into a bar and saying 'Hey, can I have a Corona?' or 'Pass me a Corona?'" Coronavirus has created a disaster for the Corona brand, Torossian contended: "What brand wants to be linked to a virus [that] is killing people worldwide?"

In a follow-up email, he said that while there is no connection between coronavirus and Corona, people are scared and confused. The brand should have thought twice before running a campaign for Corona Hard Seltzer, for which it has received backlash for a since-deleted tweet promising hard seltzer flavors are "coming ashore soon". "It's bad taste and timing to run ads [that] show four cans of the seltzer on a beach with the wording: 'Coming ashore soon,'" Torossian pointed out.

Google Trends showed a spike in searches for "beer virus" and "corona beer virus" between 26 January and 1 February, Torossian added: "In its own keyword analysis, online visibility management platform SEMrush found three new terms in January 2020: 'corona beer virus' was used in search 49,500 times; 'coronavirus beer' was used 22,200 times; and 'beer coronavirus' was used 390 times." Asked about the deleted tweet, Bowman said that "the attention around the teaser distracts from the strength of the planned ad campaign and the overall positive consumer sentiment".

"Now that our product has officially hit the market, our campaign evolves," she said. "Early signs are extremely positive and we have high expectations for this new brand offering." 5W works with alcohol brands including 1800 Tequila, Direct Wines and Purity Vodka, according to its website.

Representatives for Zeno Group, which handles Corona's PR, were not immediately available for comment. Anheuser-Busch InBev, maker of Budweiser, Corona, Stella Artois and others, forecast a 10% decline in first-quarter profit last week after the coronavirus outbreak hit beer sales during Chinese New Year. The company said the virus led to a decline in demand in China, both at bars and at home.

"We trust that our consumers, by and large, understand that this virus has nothing to do with our beer or our business," Bowman told *PRWeek* last month.

QUESTION 1

Currently many industries are experiencing the effects of disintermediation this affects the way they communicate. Using examples from the **CORONA Beer brand** case study above, critically discuss how disintermediation is changing communication between **CORONA Beer Company** and its relevant stakeholders.

Your discussion should include some of the following factors:

- 1.1 The four drivers of disintermediation relevant to **CORONA Beer brand**. [10]
 - 1.2 Five results of disintermediation for **CORONA Beer brand**. [10]
 - 1.3 The five recommendations on how **CORONA Beer brand** can address disintermediation challenges. [10]
- [30]
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SECTION B: ANSWER ANY TWO (2) OF THE FOLLOWING QUESTIONS
SUPPORT YOUR ANSWERS WITH RELEVANT EXAMPLES

QUESTION 2

- 2.1 Define the concept of ethics as it applies to media identifying FIVE (5) ethical guidelines that ought to be followed by the media personnel. **[10]**
- 2.2 Explain FIVE (5) dangers of inaccurate messages or misinformation on brands and how they can be addressed. **[10]**
- 2.3 Discuss the FIVE (5) elements of defamation highlighting possible defences for each. **[15]**
- [35]**

AND/OR

QUESTION 3

- 3.1 Explain what the concept of media governance involves. **[10]**
- 3.2 Describe the ideal print media ownership, highlighting the consequences of ownership and media concentration. **[15]**
- 3.3 Explain the trends in internet media censorship by highlighting the common types of internet control. **[10]**
- [35]**

AND/OR

QUESTION 4

- 4.1 Explain the FOUR (4) types of media regulation present in South Africa. **[10]**
- 4.2 Using relevant examples, explain gatekeeping and how it is carried out. **[15]**
- 4.3 Differentiate between implicit internal media regulation and institutionalised internal media regulation with appropriate examples. **[10]**
- [35]**

Subtotal: [70]

TOTAL: [100]