



<u>FACULTY</u>	: Humanities
<u>DEPARTMENT</u>	: Strategic Communication
<u>CAMPUS</u>	: APK
<u>MODULE</u>	: SCO1AA1 Strategic Communication Management 1A
<u>SEMESTER</u>	: First
<u>EXAM</u>	: 18 June 2020

<u>DATE</u>	: 18 June 2020	<u>SESSION</u>	: 12:30 – 14:30
<u>ASSESSOR(S)</u>	: MS K SITTO DR E LUBINGA		
<u>MODERATOR</u>	: DR C MEINTJES		
<u>DURATION</u>	: 48 HOURS	<u>MARKS</u>	: 100

NUMBER OF PAGES: 5 PAGES

INSTRUCTIONS:

1. Answer any 2 questions from Section A.
2. Answer 2 questions from Section B.
3. Number your answers clearly.
4. Bulleted answers will not be marked.
5. In your discussions, do not repeat any of the statements which form part of the questions.
6. You have 48 hours to prepare, answer and complete this exam from 9 June

2020 (8am) till 11 June 2020 (8am). All submissions, except with prior arrangement will be done via BlackBoard in Word document format.

7. Please note that this is an exam, thus copying and pasting of class notes will result in poor performance (as it is plagiarism) as we are not examining your understanding of the content learned, not regurgitation.
 8. All submissions must include an assignment cover page with your student details included.
 9. The exam link will be shared via announcement on 9 June 2020 at the start time of the exam session/period.
 10. You may not email lecturers about the exam questions to solicit assistance, nor may you collaborate with other students on your exam.
 11. Be aware that similarity reports (TurnItIn) will be used to check the originality of your answers against those of other students.
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SECTION A – READ THE SHORT SCENARIO BELOW AND ANSWER ANY 2 QUESTIONS

SA players facing salary cut

Published on April 12, 2020

Local players could lose just under half of their salaries to help stabilise SA Rugby and the local unions' finances during the Covid-19 pandemic.

According to Rapport newspaper, journalist Brenden Nel reports that players will lose up to 40% of their salaries.

'We still need to quantify the impact [of no rugby being played] and it will be based on the worst-case scenario for SA Rugby,' MyPlayers CEO Eugene Henning told the players this week.

'The next step is to decide how much to cut salaries. It will then be submitted to players' representatives for approval.'

Henning said the industry intends to use tax tables to determine the reduction of salaries, so players who earn more will get a bigger cut, while those who earn the least could even avoid cuts.

Source: <https://www.sarugbymag.co.za/sa-players-facing-salary-cut/>

QUESTION 1

[25 marks]

- 1.1 Discuss and explain the importance of sensemaking for organisations in their strategic communication activities. In your discussion include examples of the triggers that result in organisations having to engage in the process of sensemaking. (15 marks)
- 1.2 In relation to the case study, discuss what kind of trigger you believe SA Rugby has experienced based on their communication about the players' salaries and explain its influence of their organisational communication. (10 marks)

AND/OR

QUESTION 2

[25 marks]

- 2.1 Define and explain modernism and postmodernism as paradigms in the changing communication landscape. Explain how the move from modernism to postmodernism is linked to the discipline of strategic communication. (15 marks)
- 2.2 Using the case study, what kind of communication do you believe SA Rugby has employed. Support your answer with relevant examples of the case. (10 marks)

AND/OR

QUESTION 3

[25 marks]

Reflexivity as discussed, is a conscious and deliberate process of unlearning existing behaviours. Discuss what you believe your role and purpose would be as a strategic communication specialist advising SA Rugby on the salary cuts.

SECTION A – 50 MARKS

SECTION B – READ THE SHORT SCENARIO AND ANSWER BOTH QUESTIONS 4 AND 5

INSTRUCTION- Your discussion should focus on strategic communication and practice between the organisations and their various stakeholders

Cape Town – Waste pickers whose livelihoods have been rocked during the lockdown will have electronic food vouchers sent to their cellphones in coming days.

The Department of Environment, Forestry and Fisheries (Deff), together with the packaging industry, has secured a plan to assist thousands of people.

“Working with industry and the waste reclaimers associations, we will be distributing electronic food vouchers to waste pickers’ cellphones over the coming days,” Deff Minister Barbara Creecy said.

The initiative has a strong focus on reaching waste reclaimers in towns and cities across the country, and it’s estimated that during this week, 3 925 reclaimers will receive vouchers which they can claim at specified retailers.

The voucher system is being used to ease the logistics of having to distribute food parcels to all provinces.

The partnership follows discussions between Deff, Packaging SA, Polyco, Petco, The Glass Recycling Company, Mpact Recycling, the Paper Manufacturing Association and the two organisations representing waste reclaimers, the African Reclaimers Organisation and the South African Waste Pickers Association.

Following discussions the industry donated R785 000 to the relief effort.

“It is heart-warming that the members of Packaging SA have come together with the Department to assist waste pickers in these trying times,” said Shabeer Jhetam, executive director of Packaging SA.

The City of Cape Town has said where residents are unable to access an operational recycling service, that they stockpile clean and dry recyclables until the lockdown has been lifted to reduce stress on the collections service and prevent the land-filling of recyclable waste.

“We appeal to residents or businesses who contract with private recycling collectors to remain loyal to these service providers, even if they are not operating during these unprecedented times,” mayco member for water and waste, Xanthea Limberg, said.

“Lockdown regulations require that City drop-off facilities are closed to the public during this time, as residents have been instructed to stay at home.

Residents who normally make use of these facilities are urged to please stockpile their clean, dry recyclables until the lockdown period is lifted.”

Source: <https://www.iol.co.za/capetimes/news/electronic-food-voucher-relief-for-cape-towns-waste-pickers->

QUESTION 4

[25 marks]

Trends affecting organizational communication have led to an emerging paradigm of strategic communication (Overton-De Klerk & Verwey 2013).

Discuss how the organisations: the Department of Environment, Forestry and Fisheries (Deff), together with the packaging industry and their stakeholders, are engaging in a shift from corporate social responsibility to accountability, with **specific** reference to the scenario provided. Your discussion should explain what the shift involves, address the changes that have affected corporate social responsiveness and philanthropy as part of the above-mentioned strategic communication shift with relevant examples from the scenario to support your response.

AND

QUESTION 5

[25 marks]

Verwey (2015:11) argues that there is a need for communication professionals (and organisations in general) to transcend the boundaries of their own values and thought frameworks as part of strategic communication.

In your opinion, has the boundary of power and influence been overcome? If not, explain how it could be overcome with specific reference to the scenario provided. Your response should explain what the boundary of power and influence involves.

SECTION B – 50 MARKS

TOTAL: 100 MARKS