



<u>FACULTY</u>	: Humanities
<u>DEPARTMENT</u>	: Strategic Communication
<u>CAMPUS</u>	: DFC
<u>MODULE</u>	: COMEXY1 COMMUNICATION MANAGEMENT 1-Extended Programme
<u>SEMESTER</u>	: Second
<u>EXAM</u>	: November 2020

<u>DATE</u>	: 20 JANUARY 2021	<u>SESSION</u>	: ONLINE
<u>ASSESSOR</u>	: MS R BANGU		
<u>MODERATOR (S)</u>	: DR C MEINTJES		
<u>DURATION</u>	: 48 HOURS	<u>MARKS</u>	: 100

EXAMINATION INSTRUCTIONS

1. Section A is compulsory and Section B you can answer either question 2 or 3 in this paper.
2. Bulleted answers will not be marked, provide detailed answers in full sentences.
3. In your answers, do not repeat any of the statements which form part of the questions.
4. You have 48 hours to prepare, answer and complete this exam from 3 November 2020 (08:30 am) till 5 November 2020 (11pm). All submissions, except with prior arrangement will be done via Black Board in Word document format.
5. 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.
6. All submissions must include an assignment cover page with your student details and contents page included.
7. The exam link will be shared via announcement on 3 November 2020 at the start time of the exam session/period.
8. You may not email lecturers about the exam questions to solicit assistance, nor may you collaborate with other students on your exam.
9. 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 is a compulsory question that needs to be answered before continuing with the remainder of the assessment.

I agree to be honest when answering questions during this assessment. I agree not to receive any help from anyone else when answering questions and that the answers contain my own ideas and words. Therefore, I will not copy and paste content from the internet, or the lecturer's slides, or from handouts, or text books or anywhere else and present this as if it is my own work. To this end I understand what is plagiarism. All the work I submit for assessment is my own work.

I hereby pledge that I have read and will abide by all UJ's rules and policies for all my assessments, whether submitted via Blackboard or via email or elsewhere. By using the Blackboard platform, any work submitted is subject to UJ's policy on Plagiarism and UJ's Online (Academic) rules and regulations, confirming that the work being submitted conforms and complies with these policies as well as any other policy that might be applicable. In the event that it is found that a student has contravened these policies, a student will be subject to disciplinary action in terms of UJ's policies in this regard. **Do you agree?**

SECTION A: COMPULSORY QUESTION

Read the following article

Covid-19 in SA: 1 573 new cases, 38 deaths

Cape Town - Health Minister Zweli Mkhize said that the cumulative number of detected Covid-19 cases in South Africa now stands at 681 289, with 1 573 new cases confirmed on Sunday. Mkhize also announced 38 more Covid-19 related deaths: 37 from Gauteng and 1 from the Western Cape. This brings the total number of Covid-19 related deaths to 16 976.

The cumulative number of tests conducted to date is 4 269 626 with 18 113 new tests conducted since the last report. South Africa's recoveries now stand at 614 781 which translates to a recovery rate of 90%, Mkhize said.

According to a Reuters tally earlier on Sunday, more than 34.99 million people have been reported to be infected by the novel coronavirus globally and 1 033 395 have died. As per the tally, South Africa now has the 10th highest number of confirmed infections.

Adapted from : <https://www.iol.co.za/news/south-africa/gauteng/covid-19-in-sa-1-573-new-cases-38-deaths-a3ba3f96-4320-4180-b70f-af1290d82c03> Accessed on 5 October 2020.

QUESTION 1: EFFECTIVE COMMUNICATION (50 marks)

- 1.1 What is the communication function the article play? Motivate your answer and explain in detail the selected function. (10)
- 1.2 Using your knowledge of the communication process. In detail, using the information above, identify and explain with aid of examples from the article all the elements of the communication process. (25)
- 1.3 Do you think the communication was effective? Motivate your answer. (5)
- 1.4 Discuss in detail any two communication barriers that can affect the communication above. (10)

[50 Marks]

SECTION B - ANSWER EITHER QUESTION TWO (2) OR THREE (3)

QUESTION 2: BUSINESS ORGANISATIONS (50 marks)

Assume that you have been asked to give a guest lecture to Public Relations first year students at The University of Johannesburg on the topic 'Organisations'. IN your lecture use UJ as an example of an organisation. In your lecture you are required focus on the following:

- 2.1 Explain the role played by organisations in your own words. (5)
- 2.2 List and explain two types of organisations and provide detailed motivation of what type of organisation the University of Johannesburg is. (15)
- 2.3 Organisations have different functions that are performed by various departments. Out of all the departments, Communication, Public Relations and Administration play a crucial role in assisting other departments to reach desired goals and objectives. Discuss how those three departments assist other departments. (30)

[50 Marks]

OR

SECTION B CONTINUE - ANSWER EITHER QUESTION TWO (2) OR THREE (3)

QUESTION 3: COMMUNICATION CONTEXT (50 marks)

The World Health Organisation (WHO) has been instrumental in communicating information about the global pandemic. They have been using different contexts to communicate different messages to different target publics. Discuss cases where the following context have been used, with strong motivation and examples referenced. Make sure you first define the context and briefly explain the context characterises with proper in-text references.

3.1 Small group Communication used by WHO to communicate information about COVID. (15)

3.2 Public Communication use by WHO to communicate information about COVID. (15)

3.3 Mass communication use by WHO to communicate information about COVID. (20)

[50 Marks]

TOTAL 100 Marks

END