



<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>	: January 2021

<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 18 January 2020 12:00 (08:30 am) till 22 January 2021 (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

COVID 19 affected businesses globally. Many organisations have been forced to adapt to different business principles where working from home has been the new norm for many. The University of Johannesburg has been affected also as it had to adapt to online learning.

1.1 Discuss the current business environment (PESTLE) of UJ in light of the online learning. (30)

1.2 In order to ensure that UJ publics are aware of the changes, various communication activities have been used. Discuss the any two communication activities UJ used, selected platforms and the targeted audience and comment if the communication was effective. (20)

[50 marks]

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

QUESTION 2: EFFECTIVE COMMUNICATION (50 marks)

Read the case scenario and answer questions below.

The show is based around Ruth Whitefeather Feldman, a long-time weed advocate whose dreams come true when she opens a pot dispensary in Los Angeles. Ruth's Alternative Caring also employs her 20-year-old son, three budtenders and a security guard, all of whom are constantly getting high on their own support.

We bought an old house, my boyfriend and I. He's in charge of the "new" construction – converting the kitchen in to the master bedroom for instance, while I'm on wallpaper removal duty. The previous owner papered EVERY wall and CEILING! Removing it is brutal, but oddly satisfying. The best feeling is getting a long peel, similar to your skin when you're peeling from a sunburn. I don't know about you but I kinda make a game of peeling, on the hunt for the longest.

They hate it when my brother Charlie has to go away. My parents constantly try to explain to me how sick he is. That I am lucky for having a brain where all the chemicals flow properly to their destinations like undammed rivers. When I complain about how bored I am without a little brother to play with, they try to make me feel bad by pointing out that his boredom likely far surpasses mine, considering his confine to a dark room in an institution. Charlie has been back home several times, each shorter in duration than the last.

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2.1 The seven (7) Cs of effective communication are important in ensuring that the intended meaning is achieved when communicating. Using the case scenario, identify and explain with motivation any FIVE (5) Cs of effective communication that should be considered by effective communicators. (25)

2.2 The global pandemic, COVID 19 intensified the need to understand intercultural communication. As world leaders worked together to find lasting solutions, various building blocks to intercultural communication were at play. Culture and communication being the most prevalent blocks. Assume that you have been tasked to present on intercultural communication during the global crisis. Discuss what you would include in your presentation which should focus on how nonverbal codes can be interpreted differently by people from different cultural backgrounds. Use examples of high end and low end cultures. (25)

[50 marks]

OR

QUESTION 3: EFFECTIVE COMMUNICATION (50 marks)

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.

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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]

END