



<u>FACULTY</u>	: Humanities
<u>DEPARTMENT</u>	: Strategic Communication
<u>CAMPUS</u>	: APB
<u>MODULE</u>	: MED1BB1 MEDIA 1B
<u>SEMESTER</u>	: Second
<u>EXAM</u>	: SSA 21 January 2021

<u>DATE</u>	: 21 January 2021	<u>SESSION</u>	: 50 HOURS
<u>ASSESSOR(S)</u>	: DR K SITTO		
<u>MODERATOR</u>	: PROF E LUBINGA		
<u>DURATION</u>	: 50 HOURS	<u>MARKS</u>	: 100

NUMBER OF PAGES: 3 PAGES

INSTRUCTIONS:

1. Read the questions and follow the instructions carefully.
2. Do NOT list or bullet your answers. ANSWERS, WHICH ARE LISTED OR BULLETED, WILL NOT BE MARKED.
3. Section A is compulsory. You can choose between Question 3 and Question 4 in Section B. You must answer three questions in total, adding up to 100 marks.
4. You may answer questions in any order as long as you clearly indicate and number the questions being answered correctly.
5. Provide relevant examples where possible.
6. In your discussions, do not repeat any of the statements that form part of the questions.

7. You have 50 hours to prepare, answer and complete this exam from 19 January 2021 (8am) until 21 January 2021 (10am). All submissions, except with prior arrangement, will be via BlackBoard in Word document format.
8. Please note that this is an exam, thus copying and pasting of class notes will result in poor performance (as it is plagiarism) as your interpretation of the content learnt as part of the module is being examined, not regurgitation.
9. All exam submissions must include the official departmental cover page with your student details included.
10. This examination is a formal individual assessment. You may not collaborate with any other student as this will be cheating.
11. You may NOT email lecturers or tutors about the exam questions to solicit assistance, nor may you collaborate with other students.
12. Be aware that similarity reports (TurnItIn) will be used to check the originality of your answers against those of other students.
13. As a means of minimising internet data costs, it is advisable that you complete the examination offline then log into the system in order to upload the completed document to Ulink.

HONESTY PLEDGE

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 will not copy and paste content from the internet, or the lecturer's slides, or from handouts, or textbooks or anywhere else and present this as if it is my own work.
- I understand what plagiarism entails. All the work I submit for assessment is my own work or work created by the students in the mini-agency.
- To make sure that you understand the importance of plagiarism, please watch this helpful video: <https://www.youtube.com/watch?v=reGGPUrEsC0>
- 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.

By submitting your exam project to be evaluated, you agree with above statements.

SECTION A**QUESTION 1**

Define and explain what media convergence is. Discuss why media convergence is important and how it can help organisations to achieve their communication objectives. Use relevant examples to support your answer. **(35 marks)**

AND

QUESTION 2

Discuss the role of design in the development of content for media. Name and explain the five (5) principles of design outlined by Bivins (2014). For each principle, include the use of relevant examples to support your answers. **(35 marks)**

SUBTOTAL: 70 marks

SECTION B

Answer only one of the two questions in this section.

QUESTION 3

Discuss the importance of managing content for traditional media platforms, how it can be achieved and the tools that can be used. Use relevant examples to support your answers. **(30 marks)**

OR

QUESTION 4

Discuss and explain FIVE (5) key lessons shared by guest lecturer Pam Lourenco on developing content for digital media platforms. Use relevant examples to support your answer. **(30 marks)**

SUBTOTAL: 30 marks

TOTAL: 100 MARKS