



<u>FACULTY</u>	: Humanities
<u>DEPARTMENT</u>	: Strategic Communication
<u>CAMPUS</u>	: APB
<u>MODULE</u>	: PRL2BB2 Public Relations 2B Main Examination
<u>SEMESTER</u>	: Second
<u>EXAM</u>	: SSA January 2020

<u>DATE</u>	: TBC	<u>SESSION</u>	: Online
<u>ASSESSOR(S)</u>	: Dr C Meintjes		
<u>MODERATOR</u>	: Ms S Morapeli		
<u>DURATION</u>	: 48 Hours	<u>MARKS</u>	: 100

NUMBER OF PAGES: 3 PAGES

INSTRUCTIONS:

1. Answer TWO of the THREE questions.
 2. Number your answers clearly
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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 plagiarism is. All the work I submit for assessment is my own work.

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.

READ THE ARTICLE BY HOWARD PLAATJES ON DISINFORMATION DEFENCES AND ANSWER TWO OF THE THREE QUESTIONS THAT FOLLOWS.

QUESTION 1

Fake news is generally created and distributed via social media. This has resulted in the blurring of what is information and what is disinformation. With this in mind:

- a) What is fake news? (5)
- b) Discuss the difference between misinformation and disinformation and the risks associated with fake news for corporate brands. (10)
- c) Why and how fake news has become an issue for PR practitioners. (10)
- d) What role PR practitioners have to play in curbing fake news. (25)

[50 Marks]

AND/OR

QUESTION 2

Disinformation pose a reputation risk to a brand. Consider this statement and the article provided and answer the following questions:

- a) Discuss what corporate reputation is compared to corporate image. (10)
- b) What are the key elements of reputation management and highlight how disinformation pose a risk to having a good corporate reputation. (12)
- c) Discuss how the RepTrak™ Reputation Model developed by Charles Fombrun can help companies protect their reputations. (28)

[50 Marks]

AND/OR

QUESTION 3

In the event that disinformation or fake news as an issue, results in a crisis the organisation needs to consider the gravity of the crisis, the liability to the organisation, how the crisis could be avoided and the reputation of the organisation. Once these have been considered, you as the PR practitioner should consider a variety of strategies to reduce the impact of the crisis on the organisation's reputation. Based on this and the article provided answer the following questions:

- a) Discuss each of the available strategies by naming the strategy and discussing each of the strategies in your own words. One mark for naming each category and each strategy and one mark for discussing each strategy. (45)
- b) Motivate for one of the strategies to reduce the impact of fake news on your organisation. (5)

[50 Marks]

TOTAL [100]

End/