



<b><u>FACULTY</u></b>	: Humanities
<b><u>DEPARTMENT</u></b>	: Strategic Communication
<b><u>CAMPUS</u></b>	: APK
<b><u>MODULE</u></b>	: SCM1BB1/SCC1BB1 Strategic Communication Theory 1B
<b><u>SEMESTER</u></b>	: Second
<b><u>EXAM</u></b>	: TBA

<b><u>DATE</u></b>	: TBA	<b><u>SESSION</u></b>	ONLINE
<b><u>ASSESSOR(S)</u></b>	: Dr C DAVIS		
<b><u>MODERATOR</u></b>	MRS A : OKSIUTYCZ		
<b><u>DURATION</u></b>	72 HOURS : ONLINE	<b><u>MARKS</u></b>	: 100

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NUMBER OF PAGES: 3 PAGES

INSTRUCTIONS:

1. Answer the two compulsory questions in section A and section B.
  2. The question in section B is compulsory.
  3. Number your answers clearly. Questions that are not numbered will not be marked.
  4. Please limit your answer to 1000 words.
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## SECTION A

### QUESTION 1

*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.

Do you agree?

## SECTION B

### QUESTION A

Read the case study and answer the questions that follow:

**Case Study: An offensive hair care advert shows black South Africans still have to fight apartheid's race battles**

by Norma Young 2020-09-09

Over the next five years, it's estimated the South African haircare market will be worth just under \$500 million. According to market research company, Mordor Intelligence, this will be a [growth rate of 5.7%](#). But three major companies may not be best placed to leverage off this growth following a furore over an advert which has been labelled racist after it went viral. Early this month, Clicks, a leading South African beauty and pharmaceutical retailer, published an advert to promote haircare products featuring two images of Black women's hair, and two images of white women's hair. Captions for the Black women strands were "dry and damaged" and 'frizzy and dull', while the white women's hair images were captioned 'normal' and "fine and flat". [Latest research](#) from Statistics South Africa reveals that the country has a population that is more than 80% Black. With this majority Black citizenship, an advert that positioned white people's hair as the norm elicited widespread outcry. The hashtags [#ClicksMustFall](#) and [#clicksadvert](#) trended for days on social media.

Condemnation of the advert came from many quarters including former public protector,

Thuli Madonsela, who described it as a '[textbook case of unconscious bias](#)'. Criticism of the advert ranged from labeling it as insensitive to being racist. Reigning Miss Universe, Zozibini Tunzi who is South African and sports [a natural hairdo](#), said it was "[disrespectful to Black lives](#)". The mane issue

### The mane issue

In response to the reproof, Clicks has issued an [apology](#), and an explanation that at least two other companies were involved in approving the advert. The two brands have largely kept themselves out of the fracas. TRESemmé has posted an [apology](#) on their website, while Unilever has [not issued a statement](#) or granted any interviews. Clicks has confirmed [responsive steps](#) they're taking following the uproar. These include delisting TRESemmé who originally supplied the advert, expanding their stockist list to include more local haircare companies, and working with government to develop the local beauty market. The reticence of Unilever and TRESemmé, combined with the steps announced by Clicks, reveals that many South African corporates are not yet adequately transformed to come close to being representative of the majority population. It also shows they often do not implement transformation of their own volition. Only in 2020, and following public damnation that has included [petrol bombs](#), [looting](#), and [closure](#) of their stores, is Clicks announcing a renewed commitment to inclusion and diversity. This is why for entrepreneur and TV mogul Basetsana Khumalo entrepreneur and former Miss South Africa; the advert isn't just about hair. "It's a reflection of an ongoing problem in this industry that dares to define what beauty is for anyone us. Black women's hair is a political issue. When we wear dreads or an Afro in the corporate world it is seen as a sign of rebellion for some reason. I will not be silenced when I see the portrayal of white hair, as not just the norm, but the standard." The centering of a white person's hair as "normal" is imbued with pain, given South Africa's history. During apartheid, if a person's skin tone didn't immediately indicate their race, racial heritage was often classified in line with the results of a [pencil test](#). A person was classified as white if a pencil was slid into their hair and fell out. If the pencil got stuck in their coils, they were labeled Black; and following this classification, would be designated a lesser-class citizen. In the context of this recent history, the images in the advert speak bluntly of a corporate culture whose default setting still centers whiteness.

Retrieved from: <https://qz.com/africa/1901428/south-africa-outrage-over-racist-clicks-advert-for-black-hair/>

FSAO: Module code SCC1BB1/SCM1BB1

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### ANSWER THE FOLLOWING QUESTION:

With reference to the case study:

- 1.1 Write an essay using the power-matrix model to map the stakeholders in this issue and discuss how you will engage with each stakeholder group differently.
- 1.2 In your essay discuss what guidelines you would suggest for Clicks to manage their organisation-public relationships after the public outrage caused by this advertisement.

**TOTAL 100 MARKS**