



SUPPLEMENTARY ASSESSMENT: MODULE A

FACULTY: HUMANITIES
DEPARTMENT: STRATEGIC COMMUNICATION
PROGRAM: DIPLOMA PUBLIC RELATIONS AND COMMUNICATION
SUBJECT: **Public Relations 3AA3**
FULL MARKS 50
EXAMINER: Mr. P A Nchabeleng **EXTERNAL MODERATOR:** Ms. Deidre Porthen
DATE: 13 July 2021 **DURATION:** (Online)

Instructions:

1. ANSWER ALL QUESTIONS.
2. NUMBER EACH QUESTION ACCORDINGLY:
 - a. Question 1 = (35 marks)
 - b. Question 2.1. = (5 marks)
 - c. Question 2.2. = (10 marks)
3. NB: Your assignment will automatically be submitted to SAFE ASSIGN when you upload it onto uLink for submission which will generate a similarity report, use this to amend errors before uploading your final submission.
4. You will only have TWO attempts or chances to submit your assessment. Remember to verify and ensure that you upload the correct document and save a backup copy for your records (you may need it).
5. Ensure that you obtain relevant examples and content from academic databases and online sources. You must apply proper Harvard style textual referencing (citations) and a reference list.
 - a. Paraphrase content where possible to reduce similarities.
 - b. Avoid full quotations but if used, you must include the authors' name(s), including the publication date (textual referencing).
6. Compile your submission as soon as possible so that you have a chance to amend possible structural, grammatical and/or plagiarism errors which could be identified through the SAFE ASSIGN TOOL
7. You have exactly 48 hours to complete and submit this assessment to uLink (Blackboard) by **11:00am** on or before date **14 July 2021**.
8. Email submissions WILL NOT be accepted and will be ignored with a zero percent allocation.

QUESTION 1

Theoretical Statement:

“Increasing technological complexity and globalization have resulted in fundamental societal and business changes that require scholars and practitioners to challenge their own assumptions, come to grips with the implications of paradigm shifts in various fields” (Verwey, 2015).

Describe how the change in paradigmatic thinking about public relations and strategic communication has influenced the role of a public relations professional (PRP) or strategic communication practitioner. In your discussion, highlight the challenges that PR professionals or strategic communication practitioners in South Africa might have had due to the spread of fake news in relation to Covid-19 pandemic, vaccines, and the lockdown.

[35]

QUESTION 2

Theoretical Statement:

“The incorporation of corporate social responsibility (CSR) criteria as a value-creating element involves a change in philosophy within companies” (Gallego-Alvarez, Padro-Lorenzo, and Garcia-Sanchez, 2014).

Read the theoretical statement above carefully and briefly discuss in your own words: (Give examples)

- 2.1. What the term “sustainability” means in relation to CSR? (5)
2.2. How do organizations ensure sustainability of projects and real change? Give examples. (10)
[15]

TOTAL = (50)