



SUPPLEMENTARY ASSESSMENT: MODULE B

FACULTY: HUMANITIES
DEPARTMENT: STRATEGIC COMMUNICATION
PROGRAM: DIPLOMA PUBLIC RELATIONS AND COMMUNICATION
SUBJECT: **Public Relations 3BA3**
FULL MARKS 50
EXAMINER: Mr. P A Nchabeleng **EXTERNAL MODERATOR:** Ms. Deidre Porthen
DATE: 13 JULY 2021 **DURATION:** (Online) (48 hours)

Instructions:

1. ANSWER ALL QUESTIONS.
 2. NUMBER EACH QUESTION ACCORDINGLY
 - Question 1.1 = (20 marks)
 - Question 1.2 = (10 marks)
 - Question 2 = (20 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 the 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 your possible structural, grammatical and/or plagiarism errors which could be identified through the SAFE ASSIGN TOOL.
 7. There should be a 50/50 split between theory and application (examples).
 8. You have exactly 48 hours to complete and submit this assessment to uLink (Blackboard) by **11:00am** on or before **14 July 2021**.
 9. Email submissions WILL NOT be accepted and will be ignored with a zero percent allocation.
-

PRL3BA3

Question 1

“Social media are being widely cited as enabling of, if not transformative for, democratic societies. They are seen as sites for expansion and invigoration of the public sphere conceptualized by Habermas (1989, 2006) as a place where citizens come together and confer freely about matters of general interest, which he described as “part of the bedrock of liberal democracies” (2006, p. 412)” – MacNamara & Zerfass (2012).

Considering the quotation above:

1.1. Briefly discuss the use and role of social media in government departments and corporations. Use the following headings in your answer. Give relevant examples.

- a. Participation
- b. Dialogue
- c. Community-building

(20)

1.2. Discuss what the concept “*strategic mediatization*” mean in relation to the practice of public relations in the age of globalization. Use examples to support your answer.

(10)

[30]

Question 2

Read the attached iNews article of June 2021 [here: https://inews.co.uk/news/world/covid-moving-faster-than-vaccine-rollout-world-health-organisation-warns-1052369](https://inews.co.uk/news/world/covid-moving-faster-than-vaccine-rollout-world-health-organisation-warns-1052369) and answer the question below:

One of the main roles that public relations professionals play in multinational companies is that of internal communication. Traditionally companies have used tools such as corporate TV, wall posters and corporate magazines as one-way broadcasting tools. More recently new digital communication channels have become available changing the communication landscape for public relations professionals to enable a more dialogic approach to multinational internal communication.

Discuss how social media can be used to encourage and create awareness among employees about the importance of being vaccinated. Focus on each type’s usefulness for multinational internal communication considering the cultural considerations public relations practitioners need to keep in mind. Use applied examples throughout your discussion to illustrate your answer.

[20]

Total = 50