UNIVERSITY OF JOHANNESBURG

FACULTY	: Humanities
DEPARTMENT	: Strategic Communication
CAMPUS	: APB
MODULE	: COMEXY2 Communication Management Ext
SEMESTER	: Second
EXAM	: **11 November 2021**

DATE	: 11 Nov 2021	**SESSION**	: ONLINE
ASSESSOR(S)	: DR K MADLELA		
MODERATOR	: DR K SITTO		
DURATION	: 2 WEEKS	**MARKS**	: 100

NUMBER OF PAGES: 7 PAGES

ONLINE EXAM GUIDELINES:

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 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 is plagiarism. 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?

INSTRUCTIONS:

Please note that you can open to view/download the question. You can draft your answer offline, then log on again to upload. Please make sure that you submit your answer on time before the link closes.

1. Answer all questions.
2. Write full sentences and include examples where relevant.
3. Make sure you clearly number your answers. Answers that are not numbered cannot be marked.
4. You have **2 weeks** to prepare, answer and complete the test from **8am on Thursday 28 October until 8am on Thursday 11 November, 2021**. All submissions should be done via Blackboard in Word document format or PDF or on the text box provided in Blackboard.
5. Please note that this is a test, thus copying and pasting of class notes, lecturer's slides or prescribed reading will result in poor performance (as it is plagiarism). We are examining your understanding of the content learnt, not the regurgitation or repeating of prescribed readings, lecturer's slides or class notes.
6. All submissions must **include a cover page** with your student details included. Make sure you include your name, surname and student number.
7. The link will be active on Blackboard at the start time of the exam/test session/period.

8. You may not email lecturers about the exam/test questions to get assistance, nor may you collaborate with other students on your test/exam.

9. Be aware that **similarity reports (SafeAssign) will be used to check** the originality of your answers and your answers against those of other students. This means that you cannot copy and paste your answers from the internet or from other students. Make sure you familiarise yourself with the university's plagiarism policies.

10. Ensure that you have adequate data and a reliable Internet connection so that you make sure that you can successfully submit your exam on Blackboard. Apologies such as 'my internet dropped the connection' will not be accepted.

11. When uploading exams or completing assessments online, make sure that everything is completed and uploaded before closing your computer. Apologies such as 'my document did not upload properly' will not be valid. It is your responsibility to make double sure that the assessment is completed, and everything is completely uploaded for your test to be marked.

12. Make sure you meet the deadline and build in enough extra time to complete the test on time. Build in extra hours in case something goes wrong, such as load shedding. Therefore, do not try to submit your exam/test at the last minute. Online submissions are programmed to close after the deadline, after which it may no longer be possible to complete your exam online.

13. Always keep a back-up copy of all exams/tests submitted, even uncompleted answers that you are working on. Use sites like Google Drive or One Drive to back up your completed exam/test in the cloud. This is to protect yourself from losing your work due to your computer getting stolen, breaking down or getting hacked. Losing documents for one or other reason is not a legitimate excuse for not completing assessments on time.

14. 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 you have contravened these policies, you will be subject to disciplinary action in terms of UJ's policies in this regard.

15. If you have challenges with devices and connectivity, the campus computer labs are open for students to use at all the four UJ campuses.

You have two weeks to prepare your answer and your document will be submitted to SafeAssign and you need to make sure that you do not have a match of more than 10%. Make sure to use references correctly and to use quotation marks when you use other people's words. Learn to paraphrase to say things in your own words. Also make sure that you do enough research to use relevant examples to demonstrate your understanding. Be guided by the rubrics provided so that you do not waste space on content that does not count a lot. Think about your answer carefully and show your insight and understanding.

Throughout this semester, you completed seven formative assessments. For the purposes of your summative assessment for this semester, you are required to compile a document consisting of the following activities to demonstrate how you have implemented the knowledge gained in your formative assessments.

Use the following guidelines to structure and prepare your document:

Content (80)	
1. Reflection and improvements to Formative assessment 1 Semester test **(30)** Discuss where you went wrong in the Formative assessment 1 Semester test (or Sick test for those students who wrote the sick test) assessment and make the necessary corrections and improvements to the document. Highlight the changes in Yellow.	You should accurately reflect, and this entails having the ability to analyse your efforts, celebrating what was good and continuing doing that, and also recognising your mistakes/limitations and working on improving them. Reflect on the analysis by identifying your mistakes, making the necessary corrections and discussing what you have done. Your analysis should include the reasons for losing marks, for example, lack of knowledge, misunderstood the question and time management problems.

2. Blog (Working in groups: small group dynamics) and Discussion forums **(20)** Reflection on your blog (10) Reflection on discussion forums during the semester (10)	Study your blog and reflect on the characteristics of small group communication. Discuss what needs to be changed or added to your blog and state why. Study the discussion boards that you participated in during this semester. Write two paragraphs on what you have gained from these engagements. Looking back do you think you contributed enough or could have participated more in these forums?
3. Public communication **(30)** Reflection on preparing a speech in terms of organisation, and modes of delivery. Speech should have a title, introduction, body, and a conclusion. (25) Purpose of the speech (5)	Study your assessments where you discussed the purpose of public communication and how you would prepare Sibanye-Stillwater spokesperson's speech in terms of organisation and the advice you gave on the suitable mode of delivery. Now write a 500-word speech for the Sibanye-Stillwater spokesperson to be delivered at a press conference. Your speech should have a title, introduction, body, and a conclusion. You should include a paragraph explaining the purpose of your speech.
Technical (20)	
Academic writing (Spelling, grammar, punctuation, and sentence construction) (10)	Ensure that your ideas flow logically. Pay attention to spelling, grammar, punctuation, and sentence construction.
Presentation (5)	Your work should be professionally presented (recommended font Arial 11, justified, 1.5 line spacing). Include a table of contents. Structure your work using relevant headings and subheadings and correctly number your pages.
Referencing (5)	Sources properly cited to avoid plagiarism.

	Use the Harvard referencing system. Link from the UJ library available on Blackboard.

[100]

Summative assessment rubric

1. Reflection and improvements to Formative assessment 1 Semester test (30) You should accurately reflect, and this entails having the ability to analyse your efforts, celebrating what was good and continuing doing that, and recognising your mistakes/limitations and working on improving them. Reflect on the analysis by identifying your mistakes, making the necessary corrections, and discussing what you have done. Your analysis should include the reasons for losing marks, for example, lack of knowledge, misunderstood the question and time management problems. **The assessments shall be made available on Blackboard/uLink, should the moderators wish to see them.**				
0-6 **Content has no or little relevance**	**7-12** **Insufficient detail**	**13-18** **Satisfactory**	**19-24** **Good**	**25-30** **Excellent**
2. Blog (Working in groups: small group dynamics) and **Discussion forums (20)** Study your blog and reflect on the characteristics of small group communication. Discuss what needs to be changed or added to your blog and state why. Study the discussion boards that you participated in during this semester. Write two paragraphs on what you have gained from these engagements. Looking back do you think you contributed enough or could have participated more in these forums? **The blogs and discussion forums are available on Blackboard/Ulink**				
Blog				
0-0 **Content has no or little relevance**	**1-2** **Insufficient detail**	**3-4** **Satisfactory**	**5-7** **Good**	**8-10** **Excellent**
Discussion forums				
0-0 **Content has no or little relevance**	**1-2** **Insufficient detail**	**3-4** **Satisfactory**	**5-7** **Good**	**8-10** **Excellent**

3. Public communication (30)

Study your assessments where you discussed the purpose of public communication and how you would prepare Sibanye-Stillwater spokesperson's speech in terms of organisation and the advice you gave on the suitable mode of delivery. Now write a 500-word speech for the Sibanye-Stillwater spokesperson to be delivered at a press conference. Your speech should have a title, introduction, body, and a conclusion. You should include a paragraph explaining the purpose of your speech.

The students completed two assessments are available on Blackboard/Ulink.

Title, introduction, body, conclusion and content				
0-5 **Content has no or little relevance**	**6-10** **Insufficient detail**	**11-15** **Satisfactory**	**16-20** **Good**	**21-25** **Excellent**
Purpose of speech				
0-0 **Content has no or little relevance**	**1-1** **Insufficient detail**	**2-2** **Satisfactory**	**3-4** **Good**	**5-5** **Excellent**
Academic writing (Spelling, grammar, punctuation, and sentence construction) (10)				
0-0 **Incorrect with multiple errors**	**1-2** **More than 10 errors**	**3-4** **More than five (but less than 10) errors**	**5-7** **Good**	**8-10** **Excellent**
Presentation (5) (Recommended font Arial 11, justified, 1.5 line spacing; table of contents with correct page numbers; relevant headings and subheadings).				
0-0 **Incorrect, no effort at all**	**1-1** **Does not meet the standard**	**2-2** **Satisfactory**	**3-4** **Good**	**5-5** **Excellent**
Referencing (5) Correct Harvard referencing system used and sources properly cited to avoid plagiarism				
0-0 **Incorrect with multiple errors**	**1-1** **More than 10 errors**	**2-2** **More than five (but less than 10) errors**	**3-4** **Good**	**5-5** **Excellent**

TOTAL 100