



<u>FACULTY</u>	: Humanities
<u>DEPARTMENT</u>	: Strategic Communication
<u>CAMPUS</u>	: APK
<u>MODULE</u>	: Digital Communication 2B(SCO2DB2)
<u>SEMESTER</u>	: Second
<u>ASSESSMENT</u>	: 22 October 2021

<u>DUE DATE</u>	: 22 OCTOBER 2021 23H59	<u>SESSION</u>	: ONLINE
------------------------	----------------------------	-----------------------	----------

ASSESSOR(S) : DR NEIL LEVY

MODERATOR : CAROLINE AZIONYA

<u>DURATION</u>	: ONLINE	<u>MARKS</u>	: 100
------------------------	----------	---------------------	-------

WEIGHTING : 40%

NUMBER OF PAGES: 2 (TWO) PAGES

- Read the case study, questions and follow the instructions carefully.
- Question 1 is compulsory.
- Bulleted answers will not be marked.
- You have until 22 October 2021 (23h59) to complete the assignment. All submissions, except with prior arrangement will be done via BlackBoard in Word document format.
- You may not email lecturers and your tutor to solicit assistance, nor may you collaborate with other students on your final assessment

2. THIS IS A COMPULSORY QUESTION THAT NEEDS TO BE ANSWERED BEFORE CONTINUING WITH THE REMAINDER OF THE ASSESSMENT.

3. 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 textbooks 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.
 4. To make sure that you understand the importance of plagiarism, please watch this helpful video: <https://www.youtube.com/watch?v=reGGPUrEsC0>
 5. 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.
-

QUESTION 1 (compulsory)

1.1 As a second-year strategic communications student you are approached by Bathu (<https://www.bathu.co.za/> to develop a Tik Tok for their recently launched account - https://www.tiktok.com/@bathu_sa? Use your cell phone or any other device to film relevant visuals for your video. The video should target Bathu's Generation Z customers using digital communication storytelling skills. The TikTok can be between 10 to 20 seconds and used promote the brand in a positive light. The video can either be an advert or a corporate branding video. Research the brand, its target market, tone, look and feel to help you. You can use the app to create the post. You can add music, photos, text and a voice over. You may also use creative special effects to make your video interesting for Bathu's Gen Z target audience. You are free to decide on the structure of your video. You will be assessed on your content creation skills, and appropriate application of digital communication theory covered in the semester, and the final execution. Download the video you have created and then delete the post.

1.2 After creating the video, in 500 words write a reflection on why you believe your message will be unique and impactful to Generation Z? In your brief discussion, source correctly using the prescribed reading, and relevant reputable sources (academic and industry related). Ensure that you reference in text and in your reference list using the Harvard method.

Follow the steps given in your prescribed reading, detailing your unique communication message.

Your submission should be typed in Arial 11, 1.5 line spacing. Include the word count at the end of the document. E.g. Word count: 500.

Upload your submission through Safe Assign and ensure that it does not **exceed a 20% similarity index**.

Refer back to the lectures and voice recordings in which we discuss how to create content for a digital communication strategy using various digital platforms.

Rules about conduct:

To avoid reputational damage, do not post slights or slurs or any content that will affect UJ's brand and reputation and your personal brand. Please only create content that is above board and reputationally sound.

Submission date: 22 October 23:59.

- You will share your completed TikTok video to the following Google Drive to proppractice2020@gmail.com by 23:59 latest. Please note submission after this time will be treated as late. Please use your Gmail account to access Google Drive.
- Use the following sharing settings on Google Drive: Visibility options: Anyone with the link. Access: Can edit. Invite people: proppractice2020@gmail.com
- When you share your document make sure you send a follow up email. In the subject line use the Surname Initials Student Number and Bathu TikTok (e.g. Smith, AB 21098760 Bathu TikTok).

NAME: NAME ,SURNAME, STUDENT NUMBER CODE				
EXPECTED OUTCOMES AND MARK ALLOCATION	⊖	⊕	⊗	Marks
Creative execution <ul style="list-style-type: none"> • Creative use of music, and voice over, different locations, special effects to make video interesting. • Superior quality audio • Creative and appropriate use of photos/graphics/animation/fonts (imagery: crisp visuals) • Created using TikTok 	0 - 12	13 -16	17-25	25 MARKS
Compelling content <ul style="list-style-type: none"> • Demonstrates thorough knowledge of the various concepts of digital communication tools, strategy, and the audience • Uses relevant, quality details that go beyond the obvious • Content is concise, appealing, professional and authentic • Tik Tok relevant for Gen Z audience 	0 - 12	13 -16	17-25	25 MARKS
Video Structure <ul style="list-style-type: none"> • Time limits adhered to as per brief • Correct use of text/sub-titles • Correct tone for brand and corporate identity • Created using TikTok 	0 - 12	13 -16	17-25	25 MARKS
One page Reflection <ul style="list-style-type: none"> • Adheres to 500 word limit • Correct referencing, grammar and spelling • Reflection includes message considerations, target audience consideration, appropriate for creative execution and justifications 	0 - 12	13 -16	17-25	25 MARKS
SUB TOTAL				
TOTAL MARKS				