EXAMINATION: NOVEMBER 2021

PAPER:	**APPLIED JOURNALISM 2B**	
SUBJECT CODE:	**AJN2BB2**	
EXAMINERS:	**MR. STEFAN KRIEK**	**TIME: TAKE HOME EXAM**
MODERATOR:	**DR. ELNA ROSSOUW**	**MARKS: 100**

THIS PAPER CONSISTS OF 3 PAGES. YOU MUST ANSWER ALL THE QUESTIONS IN ONE WORD DOCUMENT AND SUBMIT IT ON BLACKBOARD IN THE "EXAM" TURNITIN LINK. ***YOU SHOULD INCLUDE YOUR STUDENT NUMBER AND SURNAME IN THE DOCUMENT NAME WHEN YOU SUBMIT*****, *AND YOU SHOULD ALSO NAME YOUR DOCUMENT SURNAME AND STUDENT NUMBER.***

SUBMIT WORD DOCUMENTS ONLY! NO PDF

GUIDELINES FOR PREPARATION:

- **The exam paper will be distributed via an "EXAM" link on Blackboard ONE WEEK before the exam date on the timetable.**
- **This is a take-home exam, and therefore it is and open book exam. Thus you may use all the resources available to you. However, as with all the assignments done through the semester, there is a strong emphasis on not just knowing how to write for an online platform, but being able to put it in practice.**
- **You can spend ONE WEEK to prepare and write your answers to this exam. The exam should be submitted on Blackboard BEFORE MIDNIGHT on the exam date.**

TECHNICAL REQUIREMENTS

- **See respective questions for technical requirements**
- **If typed: Arial 12, 1.5 spacing.**

GUIDELINES FOR SUBMISSION:

- **The primary portal for submission is the AJN2BB2 Blackboard site. An "EXAM" TURNITIN link will be created where you will submit your exam.**

ANSWER *BOTH* QUESTIONS:

QUESTION ONE (1)

You are a junior journalist working for an **online news publication**. You have just received an email containing a press release from the Pfizer pharmaceutical company.

Read the press release (attached below) then complete the following tasks.

a) Write a **200-250** word **news** article, treated for online. **(25)**
b) Discuss **two (2)** possible ways you would encourage user participation.**(4)**
c) Suggest **three (3)** possible multimedia options you would use. **(6)**
d) Write a tweet to promote your article. **(5)**
e) Write a Facebook entry to promote this article. **(10)**

[50]

Press release:

PFIZER AND BIONTECH ANNOUNCE SUBMISSION OF INITIAL DATA TO U.S. FDA TO SUPPORT BOOSTER DOSE OF COVID-19 VACCINE

NEW YORK & MAINZ, Germany--(BUSINESS WIRE)-- Pfizer Inc. (NYSE: PFE) and BioNTech SE (Nasdaq: BNTX) today announced that they have submitted Phase 1 data to the U.S. Food and Drug Administration (FDA) to support the evaluation of a third, or booster, dose of the companies' COVID-19 vaccine (BNT162b2) for future licensure. These data also will be submitted to the European Medicines Agency (EMA) and other regulatory authorities in the coming weeks. "Vaccination is our most effective means of preventing COVID-19 infection – especially severe disease and hospitalization – and its profound impact on protecting lives is indisputable. Still, with the continuing threat of the Delta variant and possible emergence of other variants in the future, we must remain vigilant against this highly contagious virus," said Albert Bourla, Chairman and Chief Executive Officer, Pfizer. "The data we've seen to date suggest a third dose of our vaccine elicits antibody levels that significantly exceed those seen after the two-dose primary schedule. We are pleased to submit these data to the FDA as we continue working together to address the evolving challenges of this pandemic." "We continuously strive to stay at least one step ahead of the virus. This is why we aim to expand access to our vaccine for people around the world and are working on various approaches as part of our comprehensive strategy to address the virus and its variants today as well as in the future," said Ugur Sahin, M.D., CEO and Co-founder of BioNTech. "This initial data indicate that we may preserve and even exceed the high levels of protection against the wild-type virus and relevant variants using a third dose of our vaccine. A booster vaccine could help reduce infection and disease rates in people who have previously been vaccinated and better control the spread of virus variants

during the coming season." Pfizer and BioNTech have submitted Phase 1 data – part of their Phase 1/2/3 clinical trial program – evaluating the safety, tolerability, and immunogenicity of a third dose of the COVID-19 vaccine in U.S. adult participants from the Phase 1 trial of the two-dose series. Participants received a 30-µg booster dose of BNT162b2 8 to 9 months after receiving the second dose. Results from this participant group show that the third dose elicited significantly higher neutralizing antibodies against the initial SARS-CoV-2 virus (wild type) compared to the levels observed after the two-dose primary series, as well as against the Beta variant and the highly infectious Delta variant. Phase 3 results evaluating the third dose are expected shortly and will be submitted to the FDA, the EMA and other regulatory authorities worldwide. In the U.S., Pfizer and BioNTech plan to seek licensure of the third dose via a supplemental Biologics License Application (BLA) in individuals 16 years of age and older, pending FDA approval of the primary BLA submitted in May 2021. A third dose of the Pfizer-BioNTech vaccine is not currently authorized for broad use in the U.S. However, under the current amended Emergency Use Authorization, a third dose was authorized on August 12 for administration to individuals at least 12 years of age who have undergone solid organ transplantation, or who are diagnosed with conditions that are considered to have an equivalent level of immunocompromise. This authorization is based on information from an independent report evaluating safety and effectiveness of a third dose in people who received solid organ transplants. The Pfizer-BioNTech COVID-19 Vaccine, which is based on BioNTech proprietary mRNA technology, was developed by both BioNTech and Pfizer. BioNTech is the Marketing Authorization Holder in the European Union, and the holder of emergency use authorizations or equivalent in the United States (jointly with Pfizer), Canada and other countries. Submissions to pursue regulatory approvals in those countries where emergency use authorizations or equivalent were initially granted are ongoing or planned. The Pfizer-BioNTech COVID-19 Vaccine has not been approved or licensed by the U.S. Food and Drug Administration (FDA), but has been authorized for emergency use by FDA under an Emergency Use Authorization (EUA) to prevent Coronavirus Disease 2019 (COVID-19) caused by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2) for use in individuals 12 years of age and older. The emergency use of this product is only authorized for the duration of the declaration that circumstances exist justifying the authorization of emergency use of the medical product under Section 564 (b) (1) of the FD&C Act unless the declaration is terminated or authorization revoked sooner

https://www.pfizer.com/news/press-release/press-release-detail/pfizer-and-biontech-announce-submission-initial-data-us-fda

QUESTION TWO (2)

You have just started a health-focused youth blog and decided to write an opinion piece on the benefits of vaccinations.

a) Write a headline *and* a **350 word** opinion piece for your blog. **(30)**
b) Insert **five (5)** relevant and functional **hyperlinks (15)**
c) Briefly explain how you would increase the likelihood of a Google search picking up your article? **(5)**

[50]

TOTAL FOR EXAM : [100]