FEEDBACK TUTORIAL LETTER

1st SEMESTER 2019

ASSIGNMENT 2

PUBLIC RELATIONS 1A
PRL311S
1. INFORMATION CONCERNING ASSIGNMENT 2

All of the students registered for Public Relations 1A, completed the second assignment. Unlike the first assignment, the second assignment was out of 100 marks. The assignment focused essentially on Advertising, namely a print advertisement and a television advertisement. In terms of the print advertisement most – if not all – of you complied with the requirements of the first part of the assignment.

Most of you struggled with determining whether it was a traditional or modern ad, as well as whether the ad was gender-aware or gender-blind. Regarding the former, we need to look at the roles assigned to women or men featured in the ad. For example, in our Namibian (or even South African) context, women especially would have stayed home instead of holding a full-time job outside the home in order to supplement the family income. So if the ad featured, for example, both partners leaving for work, it would be a more modern rather than a traditional ad.

Also, because we experienced racial discrimination in our country, those who occupied professional positions such as medical doctors, astronauts, physicists or pilots were, historically, mainly white males, especially. So, when an ad features black men or women in particular, in the aforesaid roles, it would be considered a more modern or progressive advertisement. Therefore, a sound knowledge of how stereotypes arose around culture, race or gender, would have assisted you in performing better in terms of this section of the assignment.

Furthermore, concerning the gender-related question, traditionally, men were the so-called breadwinners and women the caregivers. Therefore, if the ad featured a woman working as an engineer or motorcar mechanic, or even as a CEO, it would be perceived as being a modern advertisement.
The second part of the assignment allowed you to focus on an electronic advertisement namely, for television. For such an ad, language proficiency was required especially because it required of you to be descriptive. Rules are not adhered to either especially with regard to the length of the assignment – for example, one person sent an assignment that was 40 pages long! Follow the rules stipulated, please.

Both parts of the assignment were scored out of 50 marks each, totalling 100 marks. Those who did not attempt one of the two parts would still have been marked out of a 100 marks. On the whole, students seemed to score better marks in the second part of the assignment. It showed once again that when students have to read content and apply it, they find this to be a challenge. Therefore, the more reading you do, the better your academic performance would be.

As always, I’ve make extensive comments alongside your answers. Please make an effort to study them in order to improve your examination answers.

2. INFORMATION CONCERNING THE FIRST-OPPORTUNITY EXAM

The examination will be out of 100 marks.

Five 20-mark questions must be answered. Some of the questions are made up of short sections, but the marks are always provided alongside the shorter sections. Please bear in mind that the number of marks allocated is usually indicative of the number of facts or examples to be provided.

Questions 1 and 2 of the examination provide you with a choice – in other words, the question paper requires of you to answer either 1A OR 1B, and either 2A OR 2B. Therefore, questions 3, 4 and 5 must be answered.

The total number of questions provided in the question paper is seven, of which you have to answer five.

Some questions require of you to give examples. This is an important aspect of the question. It means that in a 20-mark question that asks for examples, 12 marks would be allocated for facts and 8 marks for examples. Therefore, if you don’t provide examples, the maximum number of marks you would be able to score in such a question is 12 marks.
I usually give students a formula for providing relevant examples. Here it is: “Identify the organisation or the project or an individual, and describe the activity”. This means that if, for example, you’re answering a question on the ‘Characteristics of Public Relations’, and the question requires of you to give relevant examples to support your answer, here’s how you could go about giving an example that would illustrate the characteristics of PR, which state: “Public Relations Public is planned”. A relevant example (bearing in mind the formula which I stated in bold letters above) would be: “If the Institute of Business Leadership intends participating in the ‘Windhoek’- and the ‘Coastal Show’ in 2020, they would have to plan for such participation by including in their projected budget, to be done during 2019, sufficient funds in order to facilitate such participation in 2020”.

When you study for the examinations, also prepare yourself for the possibility of having to provide relevant examples. Practice using relevant Public Relations examples from the corporate world.

Focus on the following (seven) sections for the exams:

1. You need to focus on Unit 5, ‘Public Relations and Research’, especially Informal Research techniques.

2. Please study under Unit 3 - which is about the ‘The Development of Public Relations’ - especially ‘The Impact of Technology on Public Relations Strategy and Tactics’, as well as ‘Kinds of Records’.

3. Also in Unit 3, under the ‘Development of Public Relations’, it would be to your benefit to study ‘The History of Public Relations in the USA and in Namibia.

4. You need to study Unit 6 – ‘Public Relations and Marketing’. Focus especially on the ‘Six Main Facets of Marketing’.

5. Unit 4 focuses on ‘The Practice of Public Relations’. You are advised to study both Corporate- and Consulting Public Relations.

6. Study Unit 1 – which is on the ‘Fundamentals of Public Relations’ - thoroughly.

7. Unit 8 focuses on Public Relations and Selling. Please study this Unit thoroughly.

I wish you every success as you prepare for the examinations.

Sincerely

EMILY M. BROWN
SENIOR LECTURER: JOURNALISM AND MEDIA TECHNOLOGY