FEEDBACK TUTORIAL LETTER

2nd SEMESTER 2019

ASSIGNMENT 2

PUBLIC RELATIONS 1B

PRL312S
This Tutorial Letter provides feedback regarding Assignment 2, as well as scope for the forthcoming exams.

COMMENTS ON ASSIGNMENT 2

All the students registered for Public Relations 1B (DI mode) attempted assignment 2, which was comprised of two parts, Part A and B.

One of the first things you - as the student - should do when attempting one of the Public Relations assignments, is to see which chapters in the Public Relations 1B Study Guide have been identified as relevant in terms of background information. For this assignment the Units in the Study Guide that you were required to read were 3 and 5. I did not get a sense from the responses to the two sections of the assignment that this was done. In Public Relations regular READING is of the utmost importance. Needless to say, it would improve spelling, sentence construction and language usage if students read regularly. Furthermore, if the required reading had been done, then I would have expected to see the PRL312S Study Guide listed in the ‘List of Courses Consulted’ at the end of the Assignment answer.

Part A of the assignment was answered in a more complete manner than Part B. I believe that the reason for this is that Part B required of you to do a bit more independent thinking instead of simply accessing online sources to re-hash someone else’s ideas or knowledge. This reminds me that students still make use of someone else’s intellectual property (text and visuals) as though it’s their own. If you don’t acknowledge the source of the information, you declare yourself guilty of plagiarism! So, if you’re using someone else’s intellectual property, ensure that you’ve acknowledged the source.
INFORMATION REGARDING THE PRL312S EXAMS

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 are 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 you would have to respond to either Question 1A or Question 1B - not both. The same applies to question 2 – it also provides you with a choice. This means that questions 3, 4 and 5 must be answered. Therefore, you are provided with seven questions, 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 if you are provided with a 20-mark question, which asks for examples, 12 marks would be 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 only 12 marks. I usually give students a formula for giving relevant examples: “Identify the organisation or the project or the name of an individual, and then describe the activity”. This means that if, for example, you’re answering a question on the Production Schedule for the Annual report, and you have to give an example of how to develop a theme for the Annual report (e.g. week 1), you might say “The Namibia University of Science and Technology (NUST) had done much research in terms of solar heating and deforestation. Therefore, an ideal theme for the Annual Report would be ‘Protecting Namibia’s Natural Environment’”. Remember, when you study, also prepare yourself for the likelihood of examples that must be provided. Practice using relevant, actual examples from the corporate world.

Please focus on the following sections for the exams:

1. Study Unit 8, which focuses on Corporate Image and Identity. You have to know how they differ, as well as the factors that affect corporate image.

2. Also study in Unit 1, the Style of Business Correspondence: the Letter.

3. Unit 2 is on Special Publications in Corporate Communication. Focus particularly on the 18-week Production Schedule for Annual Reports.
4. In Unit 5 we discuss Exhibitions, Shows and Trade Fairs. You would be wise to study the different components in this Unit carefully.

5. Unit 3 is about Promotional Activities. You need to know about the action to be taken by traders and consumers during a promotion (Intermediate Objectives, as well as what intermediate objectives entail.

6. Another question from Unit 1 deals with Corporate Communication. Please study Himstreet’s Hierarchy for Effective Communication Situations.

7. In Unit 7 you have to study everything concerning Video Conferences.

I wish you all the best as you prepare for the forthcoming exams. Please study thoroughly.

Every good wish

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