

UNIVERSITY OF SOUTH AFRICA
COLLEGE OF HUMAN SCIENCES
DEPARTMENT OF COMMUNICATION SCIENCE

Qualification: Diploma in Public Relations

Name of module: The Public Relations Programme

Module code: DPR1505

Assessment: Examination Portfolio

[100 Marks]

Due date: **17 MAY 2023**

Internal examiners: Mr Melusi Mntungwa
Mr Thabang J Masedi

Internal moderator: Mr Gibson Chauke

General instructions:

Refer to Tutorial Letter 301/4/2023 CMALLE for guidelines on structuring an assessment.

You can access a copy of this examination format on the module site under **Additional Resources**.

This examination portfolio is based on learning units 1 and 2. You are expected to apply your knowledge and give relevant examples, where required.

Please note the following:

- This examination portfolio consists of two compulsory questions and is marked out of **(100)**.
- **Plagiarism** in any form will **not** be tolerated.
- **No late submissions will be accepted.**
- Only online submissions via Moodle will be accepted. E-mailed and posted assessments will be returned unmarked.
- Please include a cover page that has your student details, module information and assessment details
- Please include a completed Declaration of Own Work, failure to adhere will result in marks being penalised from your assessment.
- You need to include a Table of Contents in your assessment.
- Your assessment must include an overall introduction and conclusion.
- Your answers should be in essay format, unless stated otherwise.
- Consult and acknowledge a minimum of five references. These need to include in-text referencing and a completed List of Sources consulted.

- Please proofread your examination portfolio to eliminate grammatical and punctuation errors before submitting it.
- Use Arial 12pt, 1.5 spacing and justify your work.
- Please use South African or British English not American.
- Your assessment should be between ten and fifteen pages long, excluding the cover page and table of contents. Number your answers according to the numbering of the questions.
- Your examination portfolio submission must be in PDF file format.
- You are welcome to contact us if you have queries or need clarification and/or assistance. Our contact details are on myUnisa.

1. INTRODUCTION

In your introduction, you will need to tell us what you intend doing in this assessment. Some guidelines on how to write an introduction will be posted to myUnisa under the Additional Resources tab. **[2 marks]**

2. PUBLIC OPINION AND PUBLIC RELATIONS PROGRAMMES

Read the below article and watch the attached video and then answer the question below.

Video: <https://www.youtube.com/watch?v=z2T-Rh838GA>

Article: <https://www.sookio.com/blog/dove-reverse-selfie-the-anatomy-of-a-campaign-dpwyrh>

The Dove's Reverse Selfie (#SelfieTalk) campaign was a resounding success, gaining massive online engagement and being described as "beautiful" and "powerful". What techniques of persuasion did Dove use in this campaign to encourage self-confidence and self-esteem? In your discussion, identify two persuasion techniques used. Firstly, describe each technique and then discuss how it was used in the campaign.

[10 marks]

3. THE PUBLIC RELATIONS PROGRAMME

Please read the below article and watch the attached video and then answer the question below.

Article: <https://mg.co.za/news/2022-07-20-rise-in-number-of-human-trafficking-victims-in-south-africa/>

Video: <https://www.youtube.com/watch?v=AZmfFqzPNWM>

There is a rise in the number human trafficking victims in South Africa. Statistics from the latest Trafficking in Persons annual report indicate that the number of people trapped in human trafficking have more than doubled in the 2021-22 financial year in South Africa (Stolz 2022). This highlights the magnitude of the issue of human trafficking in South Africa and the need for immediate interventions to raise awareness and educate the public about human trafficking.

You have been appointed as a public relations manager at the Gauteng Department of Social Development and have been tasked to develop a public relations programme, focusing on human trafficking using the seven-step formula of a public relations programme (the DOTMABE).

The campaign should be launched in the five areas that have been identified as hotspots in the province. Note that the budget for this programme is R3 million. Develop this programme, using the rubric below as a guideline.

Hint: Discuss each step theoretically before applying it.

MARKING RUBRIC

Description of assessment	Mark allocation		
	Theory	Application	Total
Defining the problem	5	5	10
Setting the objectives	5	5	10
Target groups	5	5	10
Developing the message	5	5	10
Activities	5	10	15
Budget	5	10	15
Review and evaluation	5	5	10
TOTAL			80

[80 marks]

4. CONCLUSION

In your conclusion, you will need to summarise what you have done in this assessment. Some guidelines on how to write a conclusion have been posted to myUnisa under the Additional Resources tab.

[2 marks]

TECHNICAL PRESENTATION

Use the following checklist and the rubric below to ensure that you adhere to the technical presentation requirements:

- Have you included a completed Declaration of Own Work as the second page of your assessment?
- Have you and a witness signed your declaration (or have you provided the name of your witness if you submitted the portfolio online)?
- Have you included a table of contents with headings and subheadings?
- Have you included an overall introduction and conclusion in your assessment?
- Have you checked your assessment to ensure that there are no spelling, grammar, or punctuation errors?
- Have you correctly cited (referenced) your sources in-text and included a list of sources consulted at the end of your assessment?

TECHNICAL PRESENTATION MARKING RUBRIC

Assessment	Mark allocation
The assessment contains a completed declaration of own work.	1
Table of contents.	1
Correct referencing techniques are used in-text.	1
All sources are cited in the list of sources.	2
Grammar, typing errors, terminology, spelling rules, etcetera.	1

[6 marks]

GRAND TOTAL: [100 MARKS]

ALL THE BEST!