

UNIVERSITY OF ESWATINI
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
2020 MAIN EXAMINATION QUESTION PAPER

TITLE OF PAPER: PUBLIC RELATIONS CAMPAIGNS AND CASES

COURSE CODE: JMC 414

TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

1. Section 1: Question 1 is compulsory
2. Section 2: Answer only 2 questions

**THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN GRANTED
BY THE INVIGILATOR.**

SECTION 1

Question 1

Early in 2020 the COVID 19 virus invaded the globe to an extent that World Health Organisation declared it a pandemic.

Read the extract from Water Aid below. As a Public Relations Practitioner, develop a Public Relations Campaign that will be implemented at Kwaluseni camps, the surrounding villages up to Eteni.

Frequent handwashing with soap is one of the most effective ways to stop the spread of coronavirus (COVID-19).

What is COVID-19?

Coronaviruses are a group of contagious, flu-like viruses. They cause symptoms that can be as mild as a common cold but in some cases can be fatal. COVID-19 is a new type of coronavirus that is spreading quickly around the world. Early symptoms include fever, cough and difficulty in breathing – similar to other flu-like illnesses.

With specific treatments or a vaccine not yet available, preventing its spread from person to person is vital to reduce the outbreak's impact on people's lives, health, livelihoods and the healthcare systems we all rely on.

Handwashing is key to preventing coronavirus

Frequent, thorough handwashing with soap and water is one of the best ways to prevent the spread of infectious diseases, including COVID-19. Like a cold, coronaviruses are spread through droplets from a person coughing or sneezing, and potentially via contaminated surfaces. Good hygiene is key to avoiding spreading it – and catching it.

Along with other important behaviours, thoroughly washing hands often and at key moments is essential to controlling the pandemic. The graphic below shows six key steps you should take to reduce the risk of transmission of COVID-19 between people.

Extracted from: <https://washmatters.wateraid.org/handwashing-to-fight-coronavirus>

SECTION II

Question 2

ABOUT THE VODACOM FOUNDATION FOR THE EDITOR



At Vodacom our purpose is to connect people, create possibilities and change lives. With cutting edge technology and a can-do attitude, the Vodacom Foundation has invested over R1 billion rand in various programmes that have made a considerable impact in improving education, bringing quality health care to rural areas and supporting the fight against crime and violence.

The Vodacom Foundation is the corporate social investment (CSI) arm of Vodacom. The Foundation leverages Vodacom's enormous technological capability to improve people's lives. The Vodacom Foundation has three main pillars: Education; Health; and Safety and Security. It also drives and supports an extensive culture of volunteering.

Detailed Summary:

The Vodacom Foundation is dedicated to helping disadvantaged South Africans. Our vision is aimed at changing lives, keeping you connected, and creating new possibilities, and we believe our technology can be used to help solve social problems, for the benefit of humanity. Vodacom is working hard to meet its vision of being regarded as the country's most caring telecommunications brand. During the year the Vodacom Foundation supported various initiatives in communities across all our operating countries, with education health, and safety and security being key focus areas. In South Africa (2015) the total Vodacom Foundation spend was R80 Million, in 2014 it was R104 million. Fifty-nine percent (59%), approximately R46 million, was invested in education and education related projects. The investment in education initiatives included connecting an additional 20 Teacher Centres (ICT resource centres) bringing the total number of Teacher Centres equipped and connected by Vodacom across the country to 81, with a further ten to be added in 2016.

To date the Vodacom Foundation has equipped and connected 1,615 schools across the country. Over 50,000 teachers have been trained in using ICT in the classroom, and these teachers have an impact on 1.5 million learners. There are more than 120,000 learners signed up to Vodacom's e-School, and 5,848 teachers signed up to the e-platform Digital Classroom.

The Vodacom Foundation has equipped 46 schools with a communication solution, and installed e-libraries in 61 Teacher Centres, with tablets that have over 2,000 books loaded on each – with a combined value of R4.2 million.

The Vodacom Foundation has made a significant impact on health. The Vodacom stock visibility solution (SVS) is now operational in 478 clinics in Limpopo, 780 clinics in the Eastern Cape, and 605 clinics in KZN. And as at April 2016 the total number of stock updates stands at 1,147,639.

In Safety and Security our Gender Based Violence (GBV) Command Centre has fielded over 71,000 calls (as at May 2016), helping countless women find help and guidance.

Our Internal Vodacom volunteers (staff) have contributed over R500,000 through payroll giving and 6,000 staff members have volunteered either their time, goods, cash or skills. Further, as part of our Change the World Programme, we've supported 70 volunteers for a year in implementing and impacting projects across the country.

Since 1999, we've dedicated ourselves to building solid relationships with respected Non-Profit Organisations, who've helped us invest more than R1 billion into a wide range of community initiatives. We are proud to say that without our customers we would not have managed to support these causes to such an extent.

We're determined to bring about lasting changes in the Health, Education and Safety and Security sectors, by developing innovative Information Communication Technology (ICT) programmes and mobile innovations to fast track change. Together with our corporate partners, and Non-Profit Organisations that share our values, we're committed to developing and supporting more innovative and dynamic programmes to reach the people who need our support.

Extracted from: <https://vodacomfoundationsa.co.za/>

- (i) With reference to the Vodacom article above, discuss the community relations objectives that Vodacom seeks to achieve through their Corporate Social Responsibility programme, the Vodacom Foundation. (15)
- (ii) What are the tangible and intangible contributions that communities expect from organisations? (5)

Question 3

Discuss why research is important in developing a Public Relations campaign. (10)

As a Public Relations Practitioner, what tools would you employ when conducting a research for a campaign? (10)

Question 4

- (i) Explain in detail what new media entails. (5)
- (ii) Describe how as a Public Relations Practitioner you can utilise new media in your campaign. (15)

Question 5

Seitel, Fraser (2011) says:

“The Public Relations department should be the seat of corporate ethics.”

- (i) Discuss three Ethical Theories and how a Public Relations Practitioner can adopt them in an organisation.
- (ii) Discuss six (6) core values that are core in the behaviour on a Public Relations Practitioner.