Tutorial Letter 201/1/2018

Advertising and public relations
COM3708

Semester 1

Department of Communication Science

This tutorial letter contains important information
about your module.

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CONTENTS

Dear student

1 INTRODUCTION

The COM3708 team would like to extend their appreciation to you for being part of this module. We hope you are finding this module interesting and enlightening.

This tutorial letter contains feedback on Assignment 01 and 02 as well as relevant information you need in order to review your assignment portfolio and prepare for the examination in May/June 2018.

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You are welcome to contact us if you experience any difficulties with any aspects of the module.

3 COMPULSORY ASSIGNMENT 01 AND 02

You had to submit either assignment 01 (advertising) or 02 (Public relations) in order to gain admission to the examination at the end of the semester.

The assignments each consisted of 25 multiple choice questions. You were required to answer all questions for your chosen assignment.

Assignment 01   Advertising
Unique assignment number   853106
Due date   07 March 2018
Assignment 02   Public Relations
Unique assignment number   680554
Due date   07 March 2018

3.1 Feedback on Assignment 01: Advertising

Q1   ………. advertising messages include false, misleading and deceptive messages and claims and are therefore in violation of the prevailing norms of socially responsible conduct.

A particularly vexed issue concerning advertising message content relates to the 'information versus persuasion distinction'.

(1) Misleading
(2) Comparative
(3) Offensive
(4) Unethical

The correct option is 4

Advertising messages that include false, misleading and deceptive claims are in general terms called 'Unethical advertising messages'.

Different types of misleading and false messages are discussed in your prescribed book.

Option 1 is not the best answer as 'Misleading claims' are one of the types of unethical messages, but specifically refers only to those messages that exaggerate their claims to the point where it is misleading consumers.

Option 2 is not correct, because comparative advertising specifically refers to those advertising messages that directly compare two products (for instance your product and the product of a competitor).

Comparative advertising is not permitted in South Africa as it could be potentially misleading.

Option 3 is not the correct answer as offensive messages are not necessarily false, misleading or deceptive, as the question requires.

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Q2   The following steps should be used when designing a media …. .

Step 1: Obtain background and do a situation analysis
Step 2: Set media objectives and aperture opportunities
Step 3: Select the media
Step 4: Schedule and allocate the budget

(1) strategy
(2) plan
(3) square
(4) budget

The correct option is 2

The four steps outlined in the item are the steps to follow when designing a media plan.

Option 1 is not correct as the media strategies are one of the sections of the media plan (concerned with the components relating to targeting, continuity, and timing of the media plan).

Option 3 is not correct as the 'media square' is a term referring to the four important elements that are central to the media planning process; reach, frequency, impact, and continuity/time.

Option 4 is also not the correct answer as the media budget is part of a media plan, but only refers to the allocation of money to the selected media activities.

Q3   ………. advertising differs from awareness or image advertising, which focuses on creating awareness of and interest in an image of a product.

This type of advertising influences consumers to select a specific brand the next time they shop.

(1) Retail
(2) Non-commercial and commercial
(3) Action or response
(4) Primary and selective demand

The correct option is 3

Action or response advertising is a specific category of advertising that seeks a response or an action from the consumer thereby influencing the choices consumers make.

Option 1, retail advertising, is also a category of advertising, but refers to advertising focused on the retailer (such as chemist, sporting goods store, grocery store) and the brands held by that retailer.

Another category of advertising is given as Option 2, but Option 2 is not the correct answer here.

Non-commercial advertising refers to advertising by charities, educational institutions, government and other public causes or institutions.

Commercial advertising refers to a collection of advertising categories for commercial purposes such as product sales, direct response and retail advertising.

Primary and selective demand advertising (Option 4) refers to advertising that intends to stimulate support for a specific industry/product category (primary demand) or for the products of a specific manufacturer instead of focusing on only one product (selective demand).

Q4   You access the Edgars website to browse through their latest online catalogue. While doing so a message comes up asking whether you would like to subscribe to an email newsletter.

Which forms of online advertising can you identify in the above scenario?

    (a) Standard banners
    (b) Online shopping mall
    (c) Email marketing
    (d) Pop-ups

(1) a c
(2) b d
(3) c d
(4) b c d

All of the options in Question 4 can refer to types/forms of online advertising.

Option a:
Standard banners are online advertisements in the form of side panels, skyscrapers or verticals found on advertising-supported websites. In the case of the Edgars website, a banner advertisement will typically appear above, below or on the side of the main content of a specific page.

Option b:
Online shopping malls are websites where consumers purchase products and are seen as a form of online advertising. Edgars.co.za is an example of such a website.

Option c:
E-mail marketing is a marketing message that reaches a consumer or potential consumer via their e-mail to promote a specific product or organisation. An example of e-mail marketing can be a company newsletter.

Option d:
Pop-ups are online advertisements that appear on the screen of a browsing consumer in order to get their attention. They are usually larger than banner advertisements and smaller than the full screen and appear.

In the short scenario given for Question 4, three forms of online advertising are visible.

Browsing the online catalogue of the Edgars website describes the use of an online shopping mall, a pop-up appearing to get your attention is another form of online advertising and the e-mail newsletter, which you are prompted for, refers to e-mail marketing.

Option 4 is therefore the only possible correct answer as the other options are either incomplete or also include Option a, that is not identifiable from the scenario.

Q5   ………. advertising agencies has four major staff functions, namely account management, creative services, media planning and buying, and research.

This type of advertising agency also has its own accounting department, a traffic department to take care of internal tracking of completion of projects, departments for broadcast and print production and a human resources department.

(1) In-house
(2) Full-service
(3) Industry-focused
(4) Minority

The correct option is 2

Full-service advertising agencies are independent advertising agencies that can handle all the advertising needs of their clients (compared to a specialised agency that focus on a specific area, audience, or industry).

Full-service advertising agencies are known for the four staff functions mentioned in the question and handles the advertising process from beginning to end.

Option 1 is not correct as in-house advertising agencies are owned and supervised by the organisations they advertise.

An in-house adverting agency would usually make use of the organisation's human resources and accounting departments.

Option 3 is also not correct. Industry-focused advertising agencies are specialised agencies and although they could have the four staff functions mentioned in this question and include all the departments mentioned in the question, they are specifically known for their focus on a specific field/industry.

Option 4 is also not correct, as minority-agencies are advertising agencies specifically focused on minority ethnic, cultural, or religious groups.

As for other specialised agencies, minority agencies could have all the staff functions and departments mentioned in the question, but instead of being known for their complete structure, they are known for their focus.

Questions 6-8

The traditional consumer-response advertising models are subsumed under three main paradigms that proceed from the central premise animating each model.

This is referred to as the three-order paradigmatic consumer-response classification.

Match the paradigm in column A with the models in column B.

COLUMN A	COLUMN B
Q6 The traditional sequential paradigm	(1) o AIDA o Hierarchy of effects o Innovation adoption o Information processing
Q7 The factorial variability paradigm	(2) o Association model of the advertising communication process o Facets model of effects
Q8 The inclusive facets paradigm	(3) o Three-orders model of information transfer o Hierarchy of effects o Innovation processing o Information adoption
	(4) o Three-orders model of information processing o Integrated information response o FCB grid

This question might look complex, but if you study the table of the three main paradigms and their associated consumer response models in your prescribed book, you will notice that the correct answers can only be:

Question 6, Option 1

Question 7, Option 4

Question 8, Option 2

Option 3 is the only option not correct for one of the questions. If you study this option closely, you will notice that it contains a collection of models associated with different paradigms.

Therefore it is clear that this option cannot be correct for any one paradigm.

Q9   ………. media refer to those media that allows for two-way communication, for instance telephone or email.

The Internet is still the most popular, since users can contact the organisation online or deliberately seek out information about the organisation.

(1) Interactive
(2) Social
(3) Selective demand
(4) Integrated marketing

The correct option is 1

Telephone, email and the internet is seen as interactive media as it allows for two-way communication, especially the internet where consumers can seek out information about an organisation.

Option 2 is not the correct answer as social media (although it can create two-way communication between the organisation and the consumer) is a wider platform that allows for communication between consumers and where content is usually also generated by the users.

Option 3 is not correct as selective demand advertising does not refer to the two-way nature of a specific medium, but rather to advertising agencies focused on a specific brand.

Option 4 is not correct either as integrated marketing is a concept that refers to traditional marketing combined with other aspects of communication in the delivery and consumption of goods and services.

Q10 The internet is not a simulation of a real-world environment; it is an *alternative* to real-world environments which offers online shopping facilities. In the real-world environment, the focus of the advertising messages is on visual persuasion, which is distinct from the ………. of online advertising messages

Any updated information, whether product-related or not, can be delivered on the Internet because of its focus on content delivery.

(1) information-intensive nature
(2) interactive nature
(3) flexible nature
(4) uniquely creative

The correct option is 1

Online advertising messages are information-intensive as the internet allows the distribution of messages rapidly and globally.

Options 2 and 3 are not ideal answers to this question.

Even though interactivity and flexibility are key features of online advertising, it is clear from the question that the content delivery and information features of advertising messages are the focus points (as contrasted to the visual nature of traditional messages).

Option 4 is not correct as being 'uniquely creative' is not distinct to online advertising messages.

Q11 The most visible type of advertising, which focuses on the development of a long-term brand identity and image, is called ………. advertising.

        (a) Product
        (b) Brand
        (c) Corporate
        (d) Identity
        (e) Image

(1) a b d
(2) b c d
(3) all of the above
(4) a b

The correct option is 4

This question required you to distinguish between different types of advertising.

Option a:
Product advertising, also called brand advertising, is advertising relating to a specific product. It is the most visible type of advertising and focuses on a long-term brand image and identity.

Option b:
Brand advertising is the other name for product advertising.

Option c:
Corporate advertising is advertising focused on the corporate image of an organisation and is used to promote an organisation vision and mission.

Option d:
Identify is the flip-side of image and refers to how an organisation presents itself to its consumers.

Option e:

Image is the flip-side of identity and refers to how an organisation manifests in the minds of its consumers.

If you consider all the options, you will find that both Option a and b refer to the type of advertising described in the prescribed book as the most visible type of advertising with a focus on the long-term brand image and identity.

For that reason, Option 4 is correct.

The other potential answers all include options that are not complete in referring to a type of advertisement or that refers to another type of advertising.

Q12   After the spread of literacy in ancient Rome (from 200 BC onwards) ………. advertising became prevalent, with advertisements painted on walls in the form of announcements.

   (1)   print
   (2)   written
   (3)   oral
   (4)   visual

The correct option is 2

Written advertising was used when ancient Romans painted announcements on their walls.

Option 1 is not correct, because printed advertisements only became known during the industrial revolution when the printing of masses of advertising material became possible.

Option 3 is also incorrect. Oral advertising refers to advertising using spoken words. Examples of oral advertisers in ancient Babylon are the barkers and criers.

Option 4 is not the ideal answer either. Even though advertising message that can be perceived with the eyes can be described as visual, we usually use the term 'visual' to refer to non-word displays.

Q13 ………. sponsorships are used when the sponsor not only provides money in return for name association but participates in providing the content.

Additional sponsorship opportunities available to online advertisers include naming rights to sites; input relating to the overall 'look and feel' of the site; and editorial sponsorships.

(1) Regular
(2) Interactive
(3) Content
(4) Strategic

The correct option is 3

Content sponsorships are used when the sponsor not only provides money in return for name association but participates in providing the content.

Options 2 and 4 are invalid.

The only other valid option was 1, regular sponsorships, which is however used when an organisation pays to sponsor a section of a site.

The organisation does not however participate in providing the content.

Q14 In the FCB grid of the FCB planning model, a consumer purchasing the same brand of washing powder signifies ………. involvement.

(1) high
(2) low
(3) knowledge
(4) informative

The correct option is 2

In the FCB grid of the FCB planning model the habit formation strategy is used for low involvement thinking, usually including products that are used routinely.

These products include household items such as food and cleaning products.

Q15   A new pharmacy chain in Gauteng wants to launch an advertising campaign in order to introduce their various pharmacies, services and products to their target audience. As they do not have the necessary expertise to plan and implement an advertising campaign themselves, they will have to use the services of an advertising agency.

The new pharmacy chain in Gauteng will most probably use a/an ………. agency.

(1)   media buying
(2)   creative boutique
(3)   industry-focused
(4)   virtual

The correct option is 3

Industry-focused agencies concentrate on specific industries such as pharmaceuticals.

The remaining options are all valid, but not applicable to this scenario.

Q16   When you want to buy Sensodyne toothpaste, you will first learn about the product via an advertising message and use it for a while. After using the toothpaste for a while you will develop a positive or negative feeling towards it; if the feeling is positive, you will repeatedly purchase this brand of toothpaste. If, however, you are repeatedly exposed to advertising messages for Sensodyne toothpaste, you will most likely try it in order to get more information about the product.

This scenario describes the steps of the ………. response model.

(1)   integrated information
(2)   low-involvement
(3)   FCB planning
(4)   elaboration likelihood

The correct option is 1

The integrated information response model suggests that different consumer response patterns can result from advertising, such as the purchasing of a specific toothpaste brand due to repeated exposure to the advertisements of the respective toothpaste.

Options 2 and 3 are also valid advertising response models, but not applicable to the scenario.

Q17   Ethical issues regarding advertising can be divided into three distinct perspectives. Which perspective focuses on the level of the organisation or groups of organisations, that is, the agencies, clients and media?

The ………. perspective.

(1)   macro
(2)   mega
(3)   micro
(4)   meso

The correct option is 4

The meso perspective exists between the macro (the focus on advertising's effects on society) and micro (the influence of advertising on individuals) perspectives.

Option 2, mega, was an invalid option.

Q18   A non-profit organisation is planning a campaign to educate rural women about breast cancer. The media buyer has to select a medium that will guarantee maximum exposure of the message and reach the target audience.

Which media would ensure the greatest exposure for the above scenario?

(1)   The internet
(2)   Radio
(3)   Newspapers
(4)   Television

The correct option is 2

Please turn to pages 305-308 in your prescribed book that focuses on advertising media.

Based on the scenario provided, option 2 will be the most suited medium that will ensure maximum exposure to rural women regarding breast cancer as numerous community radio stations are operating nationwide.

Radio is also flexible, portable and can reach specialised publics in a cost-effective manner.

Options 1, 3 and 4 all represent valid advertising media, but could not be an optimal choice for this specific campaign.

Q19   ………. information about the target population will assist the advertiser to design his or her advertising message much better to appeal to an individual. This information will also assist the advertiser to select the best media to advertise the product or service and how much advertising will take place in a specific area.

(1)   Behavioural
(2)   Psychographic
(3)   Relational
(4)   Demographic

The correct option is 4

Demographic information represents the statistical, personal, social and economic elements that are used to describe a specific population.

Demographics is an example of cultural and social influences related to consumer behaviour, while option 2 represents a psychological influence on consumers.

Option 1 represents behavioural influences on consumers and consist of usage behaviour and innovation and adoption.

Option 3 was invalid.

Q20   Various considerations are important when deciding to use an advertising agency to run a campaign.

Which one of the following is a **lesser** consideration when choosing an advertising agency?

      (a) The target audience
      (b) The available budget
      (c) Media considerations
      (d) Geographical positioning of the advertising agency
      (e) Nature of the product of service to be advertised

    (1) a b
    (2) e
    (3) b c
    (4) c

The correct answer is not listed as an option.

Students will be credited for this question.

Please turn to page 303 in your prescribed book.

Options a,b,c and e are all valid considerations when selecting an advertising agency.

The geographical positioning of the advertising agency, option d, is however not a critical consideration when selecting an advertising agency.

Q21 An advertisement placed on television and in newspapers will tend to be more expensive for the advertiser if …

        (a) broadcast at prime time
        (b) it takes up more space on a page in a newspaper
        (c) broadcast at 03:10 am
        (d) takes up a small portion in the classifieds of a newspaper

    (1) c d
    (2) a b
    (3) a d
    (4) b d

The correct option is 2

Advertising during prime time on television and a larger advertisement in a newspaper will definitely be more expensive as opposed to a small advertisement in the classified section of a newspaper and 03:10 am in the morning on television.

Q22 Copywriters and art directors in an advertising agency have to meet various responsibilities, some of which are shared.

Indicate which of the following are shared:

(a) The design of the graphic image for the advertisement.
(b) The creation of visuals in both print and video.
(c) The development of the creative concept (the "big idea").
(d) Implementing the advertising idea and working in teams.
(e) Managing the creative process.

(1) a b
(2) c e
(3) c d
(4) a b c d e

The correct option is 3

As copywriters and art directors share the responsibility of developing the creative concept and implementing the advertising idea.

Options (a), (b) and (c) are all key responsibilities of the art director specifically.

Q23 A ………. can be explained as an internal force that stimulates a person to behave in a particular way. This driving force is the result of tension because of an unfulfilled need which a person will strive to reduce.

Advertisers are interested in "why" questions, for instance, why did a consumer buy a specific brand and not another?

(1) motive
(2) value
(3) norm
(4) need

The correct option is 1

A motive could be regarded as a driving force motivates a person to buy a specific product or to make use of a specific service.

Options 2-4 is not valid in the context of the question.

Q24 Which concepts in the definition of online advertising differentiate from traditional advertising?

  (a) Inexpensive
  (b) Information-intensive
  (c) Voluntary
  (d) Feedback

(1) a d
(2) all of the above
(3) b d
(4) b c d

The correct option is 2

Please study Chapter 8 and page 353-5 in your prescribed book.

The correct option is 2, as online advertising, in contrast to traditional advertising, is inexpensive, information-intensive, voluntary and it allows for feedback.

Q25 Which of the following statements does **not** explain any of the four fundamental pillars of effective online communication?

(1) Online organisational communication should reach both internal and external audiences.

(2) All stakeholders should be informed of any new developments in products and services, as well as organisational decisions that could influence them.

(3) Online organisational communication messages should be tailored for specific cultural groups and delivered at different scheduled times.

(4) The traditional models of unidirectional communication are unsuitable for online communication and should be replaced by many-to-many communication models.

The correct option is 3

Through the strategic planning of messages, communication can be borderless and delivered consistently across cultures and time zones.

The Internet allows the advertiser to deliver similar advertising messages to consumers from different cultures in different time zones <u>at the same time</u>.

Therefore, the advertiser should develop advertising messages that are tailor-made for consumers from diverse cultures.

Please turn to page 356 in your prescribed book and study Table 10.3.

3.2 Feedback on Assignment 02: Public Relations

Q1   Public relations … .

   (1) create a positive image of an organisation
   (2) is a form of advertising that designed to influence the attitude towards and belief about a particular organisation
   (3) is designed to establish and maintain an understanding between any organisation and its public
   (4) aims to foster trust in the integrity of any organisation

The correct option is 3

The PRISA definition emphasises the management of perceptions and strategic relations which implies that the organisation recognises its dependence on these.

There is a shift in the power relationships; the organisation depends on its stakeholders/public and their perceptions and on its relationships with them.

Q2   In an organisation the public relation practitioner's role is to … .

   (1) explain an organisation's policy
   (2) work with staff to create a positive attitude
   (3) stress that the organisation is socially aware
   (4) all of the above

The correct option is 4

The role of the public relations practitioner is to mutually create beneficial relationship with relevant stakeholders.

This entails explaining the policy of the organisation to these stakeholders and in turn explaining the stakeholders needs, wants to the organisation.

The policies will evidently postulate that the organisation is socially aware of the issues of the environment it exists within.

The staff members are an essential component in the public relations process, as the staff members assists the organisation to effectively portray a positive image to external stakeholders.

Q3   According to one of the following approaches the task of public relations practitioners is to ensure that values are the driving forces of an organisation and its communication practices.

Identify the applicable approach from the following list.

(1)   The systems approach
(2)   The values-driven approach
(3)   The postmodern critique
(4)   The process approach

The correct option is 2

According to Angelopulo and Barker (2013) the basic point of the value-driven approach to public relations is that an organisation's core values should govern the public relations process from inception to conclusion.

The public holds public and private organisations accountable for what they are doing.

Q4   Traditionally publics were grouped into different categories, which category can be aligned with the current public according to the latest PRISA definition?

(1)   Intervening public
(2)   Latent, aware and active public
(3)   Proponents, opponents and the uncommitted
(4)   Primary and Secondary publics

The correct option is 2

The current public when you look at the current public relations landscape are not passive but stakeholders that actively enjoy a certain relationship that is two-way, interdependent and reciprocal.

Q5   After an organisation has identified its stakeholders, formative research needs to be initiated in exploring the complex nature of these stakeholders. Which necessitates should be explored?

(1) Characteristics
(2) Attitudes
(3) Limitations
(4) All of the above

The correct option is 4

This strategy enables the public relations practitioner to identify through formative research and communicate to the relevant stakeholder thus effectively managing perceptions between the organisation and these stakeholders.

Furthermore exploring the stakeholder's characteristics, attitudes, limitation will assist in determining the type of influence these stakeholders exert on the organisation.

Q6   According to Angelopulo and Barker (2013) in order for an organisation to effectively manage relationships with its publics, the organisation needs to answer the following question/s.

Identify this question from the below.

(1) Who are the opinion leaders and decision makers in the stakeholders group?
(2) What is the nature of the relationship between the organisation and the public?
(3) What is the public's monthly gross income in each household?
(4) Who are the provider within this stakeholder group?

The correct option is 1

Opinion leaders within a group play a major role in influencing and shaping the group's frame of thinking.

By identifying these leaders the organisation can effectively shape the consumers perception about the organisation and its policies through these opinion leaders.

Q7 Grunig and hunt (1984) identified four models in understanding public relations. Which model is characterised by one-way communication that emphasises publishing so as to defeat the opposition at all costs?

  (1) Public information model
  (2) Two-way asymmetrical model
  (3) Publicity model
  (4) Two-way symmetrical model

The correct option is 3

Press agentry/publicity model is characterised by one-way communication that emphasised the importance of persuasion and a philosophy of publishing to defeat the opposition at all costs.

Communication in this model was often incomplete, distorted or partially true and objective is to "tell" rather than listen.

Q8 What is the purpose of the Two-way symmetrical model when compared to Two-way asymmetrical model:

  (1) To drive communication by formulating objectives.
  (2) Disseminate information from one-way communication perspective
  (3) Achieve mutual understanding between an organisation and its public
  (4) All of the above

The correct option is 3

The purpose of this model is to achieve mutual understanding between the organisation and its public.

Communication is two-way, with balance effect.

In addition, the public relations practitioner according to this model is the mediator between the organisation and its publics.

Formative research is used to learn how public perceives an organisation and to determine the impact of an organisation's action on the relevant publics.

Q9   Newsworthiness of a news item is essential in determining the amount of media coverage it will receive. Shoemaker (1996) considers that newsworthiness can be predicted by examining a news item's deviance and social significance.

Which of the following situations describes the highest level of newsworthiness?

(1) Low deviance and high social significance.
(2) High political significance and high economic significance.
(3) High statistical deviance and low normative deviance.
(4) High deviance and high social significance.

The correct option is 4

For a news item to be considered as extremely newsworthy, both its social significance and deviation must be high.

The degree of newsworthiness will be determined by the extent to which to which the item either deviates or has significance.

Q10   A number of critical issues arise from the postmodern perspective. Which one is incorrect:

(1)   Public relations as a power function
(2)   Public relations and representation
(3)   Public relations and the issue of symmetry
(4)   None of the above

The correct option is 4

Issues that were identified as significant from a critical postmodern perspective are:

Public relations as a management function, public relations as a power function, public relations and representation and public relations and the issue of symmetry.

Q11   Addressing an organisational issue in an online press conference in the chatroom of a website where various stakeholders and media representatives take part in live real- time dialogue via an online platform is an example of … .

(1)   two-way asymmetrical communication
(2)   quasi-interactivity
(3)   integrated online communication
(4)   true interactivity

The correct option is 4

True interactivity includes exchanging of emails messages with a public relations person, discussion with other stakeholders in the chat rooms of the website.

Q12 A process approach describes public relations as a scientific process in problem solving and change process within an organisation, there are four steps that are proposed.

What is the order of these steps:

(1) Defining the problem, evaluating, planning and programming and taking action and communication.
(2) Defining the problem or opportunity, planning and programming, taking action and communicating and evaluating
(3) Evaluating, planning and programming, taking action and defining the problem or opportunity.
(4) Defining the problem or opportunity, planning and programming, evaluating and taking action and communicating.

The correct option is 2

The process approach assumes that public relations involves a series of routines or accepted procedures in an ongoing and systematic process that is not limited to a specific time frame.

The following four-step problem solving process is applied in this order:

Defining the problem (or opportunity), planning and programming, taking action and communicating and evaluation.

Q13   According to the relationship management theory, there are axioms of the organisation and publics relationships.

The relationships are … .

(1) One-sided, one-way communication, individualistic
(2) Transactional, goal oriented, dynamic
(3) Involves communication, driven by perceived needs and wants
(4) Both 2 and 3

The correct option is 4

The relationships in this theory are: transactional, dynamic, goal oriented, driven by perceived needs and wants of interacting organisations and publics, dependent on the degree to which expectations are met for their continuance and involves communication.

Q14   As a public relations practitioner, which of the following online public relations tools would you use to organise a live online meeting that allows participants at a distant geographic location to participate with the aid of technologies such as video, sound and whiteboarding?

(1) Website launch planning
(2) Online events
(3) Online banner ads
(4) Online publications

The correct option is 2

Online events allows for communication of organisation's messages through a range of activities such as live online meetings which allows participants outside the geographic location to participate in meetings through online technologies such as video, sound and white boarding, online media conferences.

Q15   ………. as public relations online tool can be used manage requests and interaction of user calling in to access the systems as well as for messaging, research and publicity.

    (1)   Online forums
    (2)   Virtual social network
    (3)   Internal online communication
    (4)   Online bulleting board systems

The correct option is 4

An online bulleting system's strategy is to manage requests and interactions of user calling in to access the systems.

It differs from major online services in terms of magnitude.

It can also be used for messaging, research and publicity.

In addition, advertises the availability of the board with mailers or ads, which describe exactly how to use the systems as well as the benefits for the clients.

Q16   In terms of online public relation integrated approach, online public relations will use integrated …

    (1)   marketing programmes
    (2)   online or printed advertisement
    (3)   sales promotion
    (4)   all of the above

The correct option is 4

In terms of an integrated approach, it is essential for online public relations to use integrated marketing programmes, online or printed advertisements, sales promotions and so on.

As this approach will require a much wider application than simple design and development of a corporate website.

Q17 Furthermore the integrated online public relations has three key components.

These components are … .

(1) message consistency, interactivity and mission oriented
(2) message delivery, reciprocity and goal driven
(3) message segmentation, interactivity and mission oriented
(4) message consistency, passiveness and mission oriented

The correct option is 1

It is concluded that integrated online public relations has the following three key components: message consistency (the same message regardless of media used), interactivity (meaningful dialogue) and mission orientated (everything stems from the mission of the organisation).

Q18 ………. is no longer seen as generosity

Rather, it has become an obligation that is not only expected from companies but is also seen as a component of corporate citizenship.

(1) Corporate social responsibility
(2) Value driven public relation
(3) Relationship management public relation
(4) Corporate philanthropy

The correct option is 4

Corporate philanthropy is a public relations tool used to build relationships with stakeholders as an obligation in creating great good within the community context that the organisation exists within.

Large corporations are evidently most affected by this but small, local businesses can also contribute to community causes and are frequently also expected to fulfil a socially beneficial role.

Q19   In an open system the organisation … .

        (a) functions without reference to its environment
        (b) continually interacts with its environment
        (c) is open to inputs and feedback
        (d) receives feedback that allows the system to maintain homeostasis
        (e) relies on an asymmetrical approach

    (1) a b d
    (2) c e d
    (3) b a c
    (4) b c d

The correct option is 4

In an open system an organisation allows the external environment to influence the internal environment.

This enquires the organisation to allow feedback from all the relevant stakeholders from external environment in formulating the organisational strategy.

The organisation will continuously adapt to change easily and build as well maintain beneficial relationships with the relevant stakeholder. The organisation will be able to survive even when the market is rough.

Q20   The advantage of online communication is its immediacy and reach, this is a valuable tool during a crisis in an organisation. A crisis can be defined as:

    (1) "Any noteworthy business disruption which stimulates extensive media coverage and could affect the normal functioning of the organisation."
    (2) "Critical event or point of decision which if not handled in an appropriate and timely manner may turn into a disaster or catastrophe."
    (3) "Any event that is going to lead to an unstable and dangerous situation affecting an individual, group, community or whole society."
    (4) "A difficult or dangerous situation that needs serious attention".

The correct option is 1

A crisis can be defined as "any noteworthy business disruption which stimulates extensive media coverage and which could affect the normal functioning of the organisation" (Angelopulo & Barker 2013:374).

Q21   Crisis communication entails identifying internal and external stakeholders who should receive up-to date information during a crisis as fast moving online communication can create … .

    (1) repeated problems, errors or inaccurate statements
    (2) facts, new ideas or great publicity
    (3) factual statements, feedback or errors
    (4) reach, inaccurate statement or repeat problems

The correct option is 1

During a crisis, an organisation needs to manage its online presence so that the organisation's image is not destroyed.

If not the fast moving communication can creates repeated problems, errors or inaccurate statements that might be seen as facts.

Q22   Any crisis is said to have five stages.

Which stage involves the use of various tactics and taking of certain actions to prevent a crisis?

    (1) Preparation stage
    (2) Prevention stage
    (3) Learning stage
    (4) Recovery stage

The correct option is 2

During the prevention, stage organisations can use various tactics and take certain actions to prevent a crisis.

These can include ensuring that they are given regular updates on the crisis reducing the use of hazardous processes, allowing free flow of information, following up on past crises or problems and developing and disturbing information.

Q23   In addition, the organisation can still attempt to control the situation before it grows into a full-blown crisis.

This characterise which stage?

(1)   Prodromal stage
(2)   Containment stage
(3)   Prevention
(4)   Recovery

The correct option is 1

The prodromal stage is a stage were the warning signs of a crisis can be detected.

At this point the organisation can still attempt to mitigate the situation before it grows into a full blown crisis.

Therefore, it is important to detect early warning signs, notify and inform employees immediately about the situation.

Q24   It is important for an organisation to have a solid crisis management plan. Crisis management can be defined as … .

(1)   "any measure that plans in advance for a crisis"
(2)   "any measure that removes the risk and uncertainty from given situation"
(3)   "It is a plan that allows the organisation to be more in control during a crisis"
(4)   All of the above

The correct option is 4

A crisis plan is defined as "any measure that plans in advance for a crisis, any measure that removes the risk and uncertainty from a given situation and thereby allows you to be more in control" (Angelopulo & Barker 2013:375).

Q25   Online crisis management involves a threefold process.

These can be identified as … .

(1)   proactive planning
(2)   respond
(3)   post-evaluation
(4)   all the above

The correct option is 4

Online crisis management is a threefold process, as it entails proactively planning and preparing the organisation for a possible crisis.

This will give an organisation an opportunity to sufficiently and promptly respond to a crisis, and to employ post-evaluative action in order to facilitate learning and prepare the organisation for future crisis events.

4   ASSIGNMENT 03

By now you will have submitted Assignment 03, the integrated communication campaign. For this assignment, you were expected to plan an integrated communication campaign for a real organisation.

You were required to provide an official letter from the organisation you worked with.

If you did not include this letter in your portfolio, your mark were halved.

To plan the campaign, you were expected to consult the study material and make use of the Interactive Model of Communication Campaigns.

This model proposes four phases for communication campaigns:

- Phase 1: Assess
- Phase 2: Create
- Phase 3: Implement
- Phase 4: Evaluate

For the purposes of Assignment 03, you were required to complete only phase 1 and phase 2 of the campaign.

The following discussion has been adapted from Angelopulo (2006:393–416).

1   PHASE 1: ASSESS

To successfully complete phase 1, you needed to:

1.1   Identify the communicator

This entailed

- Writing a letter to a selected organisation explaining that you would like to plan an integrated communication campaign on their behalf.
- Communicating with representatives of the organisation about the campaign.
- Writing a report on this communication.

1.2   Identify the target audience

- This step involved formal research methods.
- You had to formulate a research problem statement.

When developing your problem statement or research problem you needed to remember that your research was going provide you with information intended to help you to understand your target audience better (in other words, to know what their attitudes and perceptions were).

Remember, the problem statement looks at your **target audience** and asks how you are going to gather information from them that will help you with your communication campaign.

- You had to formulate sub-problems.

  o The purpose of formulating sub-problems is to divide the main research problem into smaller researchable units.
  o For example, your sub-problems needed to relate to the audiences' levels of awareness of the organisation, their perceptions of the organisation, their media preferences, their needs and expectations, their preferred ways of contact and feedback, and so on.

- You had to formulate research questions.

  o This step turns your sub-problems into questions, which you answer by conducting research. For example, one of your research questions could have been: "What are the current levels of awareness amongst potential donors towards the charity?"
  o You should have formulated at least three research questions.

- You needed to identify the unit of analysis.

  o In the case of a survey (and an analysis of audiences), the unit of analysis would simply be individuals.

- You needed to define your population(s).

  o You had to define your population carefully, because this would determine your sample and sampling procedure.

- You had to decide on sampling procedures.

  o You were required to discuss your sampling method in detail. What method was used and how did you physically select your respondents?
  o You needed to specify your sample size.

- You had to specify your methodology and measuring instrument.

  o Was your research based on a qualitative or quantitative approach?
  o You had to supply an example of the measuring instrument you made use of (e.g. your questionnaire and interview schedule).

- You had to report your results.

  o You needed to report the results in detail. How many realised responses did you receive? What were the frequency tables for all items in the questionnaire?

Here is an example of a frequency table.

	Yes	No	Don't know
Question 3	35%	25%	40%

- You needed to discuss at least three communication issues identified in the results that would have an influence on the way you were going to plan the campaign.

- You had to explain how you made provision for audience segmentation (in terms of demographics, psychographics and/or socio-graphics).

1.3   Analyse the situation

- You had to provide a historical review and forecast.

  o We wanted you to describe the evolution of the product/service/idea, explain the present status, and highlight problems or opportunities that should be dealt with.

- You needed to formulate the central idea of the communication campaign

  o This is based on the findings of your research as well as the historical review and forecast.

- You needed to describe the social, political and economic environment.

  o You should have described how information on the organisation is disseminated, the conditions of its distribution, and how society in general, the target audience and important stakeholders feel about this.
  o Again, this would have been based on the findings of your research as well as the historical review and forecast.

- You needed to identify competitors.

  o We wanted you to provide demographic and psychographic details of the competitors, and describe their concepts and ideas, strengths and weaknesses.

- We wanted you to provide a description of the organisation and its culture.

- You needed to describe the relationship infrastructure.

  o To do this, you should have reviewed platforms that support the relationship between audience and communicator, for example, customer databases, and points of contact between audience and communicator.

- You had to supply other information that was critical for the campaign.

  o This would have covered timing, budget constraints, obligations, conditions and directives for integration (standardised identity, common themes, symbols, tone and manner, etc.)

1.4   Culmination of phase 1

You needed to

- Identify the issues relevant to the campaign.
- Discuss how the issues affected the planning of the campaign.
- Provide three broad general aims for the campaign.
- Identify the communication problem or opportunity.

2   PHASE 2: CREATE

This is considered the most important phase, because everything that is to be implemented later is conceived and formulated during the creation phase.

To successfully complete phase 2 you needed to:

2.1   Stipulate the communication problem or opportunity

To do this, you needed to

- Formulate the main communication problem or opportunity.
- Explain why this campaign was necessary.
- Explain that the aims of the campaign were.
- Discuss three audience characteristics.

You could have done this in terms of demographics, psychographics or socio-graphics, or a combination of all three.

- Provide a description of the product/service/idea.
- Discuss the role played by the product/service/idea in the lives of the target audience.
- Define the needs of the audience.
- Briefly describe the competition.
- Describe the environment in which the product/service/idea exists.
- Conduct a SWOT analysis, during which you would have identified strengths, weaknesses, opportunities and threats as they applied to the product/service/idea.

2.2 Establish the campaign topic

This is the core reason for communicating, and refers to a particular concept that is to be communicated about the product/service/idea.

2.3 Formulate strategic communication objectives

The strategic objectives need to take the following into account:

- what the communication campaign is to achieve
- the audience(s)
- how successful the campaign will be among the target audience
- the resultant physical actions or behaviour
- the due dates, or the time by which these objectives are to be achieved

2.4 Create the communication message

- This involves formulating the big idea, which requires

  o Identifying the central idea or theme based on the needs of the audience.
  o Differentiating the product/service/idea from competing concepts, identifying a benefit it offers the audience, and associating it with some form of excitement or image (e.g. through endorsements).

- You needed to establish the message approach. For this, you would have had to

  o Decide what would attract the audience more effectively:an emotional or rational approach, or both?
  o Identify eight different ways of presenting your message.
  o Consider the audience and the media to be used.
  o Decide whether your message was going to be humorous, factual, dramatic, a testimonial, a demonstration, an endorsement, and so on.

2.5 The budget

- Reviewing the budget and making any changes, and obtaining approval for a revised budget.
- Identifying people involved in the campaign and allocating the necessary tasks to them.
- Relationship infrastructure.

This involves making sure everything is in place to make the campaign possible. Is the database updated and does the infrastructure exist to deal with the additional interest the campaign will generate?

- Communication mix

- You needed to use a proper mix of media and communication techniques.

- In this case, you should have made plans to incorporate advertising and public relations elements, and harnessed the relevant media necessary to do so.

- Review mechanisms

How did you ensure that the campaign would be properly internally integrated? Did you put mechanisms in place for monitoring progress and providing alternatives if the campaign did not achieve the goals set for it?

2.6 Select the media

You needed to

- Provide a list of at least eight media activities.
- Substantiate your choice of media by referring to the criteria of reach, frequency and impact. These media must be selected with the target audience and communication objectives in mind.
- Explain how each medium contributed to internal integration. (How did the communication activities planned meet the overall objectives of the campaign?)

2.7   Produce the communication material

You needed to

*   Produce all the materials (at least in draft format) for the media you selected (eg. advertisements, pamphlets, press releases and online designs).

*   Explain how each of these assists in conveying the meaning you intended, in that way contributing to the big idea.

5   THE EXAMINATION

You will write the examination in May/June 2017.

The examination consists of two sections.

If you studied Advertising, you will answer section A.

If you studied Public Relations, you will answer section B.

Each section consists of three essay-type questions, of which you must answer any two. Each question is marked out of 30, so the total mark allocation for the examination paper is 60. The examination contributes 60% towards your final mark, and your portfolio contributes 40%.

The examination paper is based on the prescribed book, the study guide and the tutorial letters. You will not be examined on the integrated communication campaign (topic 3). Write your answers to the examination questions in the answer books that will be handed out at the examination venue

5.1   Advertising

For section A (Advertising) you need to study Chapter 8, Chapter 9 and Chapter 10 (the section on Online advertising only) of your prescribed book and you must study the whole chapter for the exam.

All the following sections will be important:

- Defining the nature of advertising
- The classification of advertising
- Roles of advertising
- Advertising and its role in the marketing mix and overall and communication strategy of the organisation
- Advertising and its role in society, advertising consumer response theory, the ethics of advertising
- The advertising agency
- Advertising media
- Media selection for advertising
- Creative roles within the advertising agency
- The consumer audience and consumer behaviour
- The consumer decision process
- The advertising campaign
- **Chapter 10 only study Online advertising (10.11)**

5.2   Public Relations

- Chapter 7 of the prescribed book and Chapter 10 (study only online public relations) Public relations in context
- Public relations theory
- Public relations functions
- Public relations practice in business organisations, government and non-profit organisations
- Corporate social responsibility
- Media and public relations
- Planning a public relations campaign
- Crisis communication
- **Chapter 10 only study online public relations (10.12)**

5   CONCLUCSION

The COM3708 team hopes you have enjoyed this module. We wish you every success in the final examination, and in your future studies.