



Tutorial Letter 201/1/2018

Writing skills for the communication industry

TEX2601

Semester 1

**Department of Afrikaans and
Theory of Literature**

- Feedback on Assignment 01 and 02

Bar code

Dear Student

In this tutorial letter we provide the answers for and a discussion of Assignment 01 and 02 as well as some helpful exam guidelines.

The team for TEX2601 is as follows:

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Please do not hesitate to contact us if you experience any content related problems with the module. We are here to assist you and are keen to make the module a pleasant experience.

Best regards

Dr. TR Carney

Course supervisor

1. DISCUSSION OF ASSIGNMENT 01

SECTION A: GENERAL WRITING SKILLS

Dr. TR Carney writes:

Every question number contains a statement. Each statement offers three options, marked as [1], [2] and [3]. You need to choose the correct option between brackets and should only record that number ([1], [2] or [3]) on your mark reading sheet. This exercise is based on Section A.

The following multiple-choice questions 1.1 to 1.11 are theory-based questions.

1.1 Which one of the following combinations DOES NOT describe text style?

- [1] choice of words and readers' profile
- [2] being attuned to the target group and degree of difficulty
- [3] density of information and structural markers SG: 19-23

1.2 Which one of the following statements is CORRECT?

A manual's function is to:

- [1] indicate to readers which actions they should perform to achieve a specific result. SG: 25
- [2] educate the readers in subject matter of which they had limited knowledge in the past.
- [3] achieve certain responsibilities when automation techniques are not available.

1.3 Which one of the following combinations is CORRECT?

Fourie (in Van Schalkwyk and Viviers, 1990) provides a set of factors in terms of which senders can analyse their receivers in groups or as individuals, namely:

- [1] demographic factors and readability.
- [2] demographic factors and textual influence.
- [3] demographic factors and communicational disposition. SG: 33

1.4 Which one of the following combinations CANNOT be distinguished as relational styles within the relational message?

- [1] aggressive/defensive
- [2] leading/obliging
- [3] motivation/behaviour SG: 36-37

1.5 Which one of the following options is CORRECT?

Appellative messages will elicit resistance in the reader if...

- [1] it is not endorsed by the government or a political party.
- [2] it is contrary to what he/she usually does or thinks. SG: 38
- [3] the receiver doesn't have a tertiary education.

1.6 Which one of the following statements is CORRECT?

Non-verbal elements are

- [1] all the words in a text.
- [2] all non-linguistic elements used in a text to express a message. SG: 3
- [3] all verbal and visual elements in a text.

1.7 Which one of the following statements is CORRECT?

The relational message of a text is what the message imparts about

- [1] the way a writer sees his/her reader. SG: 12, 36
- [2] the identity of the writer.
- [3] facts or phenomena.

1.8 Which one of the following statements is CORRECT?

The main communicative goal of a brochure, which tries to convince its reader to practice safe sex, is

- [1] informative.
- [2] persuasive. SG: 11, 39
- [3] didactic.

1.9 Which of the following is NOT a criterion to take into account when choosing an appropriate type-face for a text?

- [1] legibility
- [2] flexibility
- [3] decorative potential SG: 85-89

1.10 Which one of the following statements is CORRECT?

Tables are used in texts to

- [1] present numerical data for the reader in a synoptic and easily comprehensible manner. SG: 104-107
- [2] present actions and their consequences in comprehensible manner for the reader.
- [3] indicate how some whole is divided into its constituent parts.

1.11 Which one of the following statements is NOT CORRECT?

The layout of a text influences

- [1] to which part(s) of the text readers will pay attention.
- [2] the way in which readers relate different parts of the text to each other.
- [3] how readers will evaluate the arguments in a text. SG: 119

Study **Text 1** on page 62 in your Study Guide. The text introduces the product 'HomeValues'. The following multiple-choice questions 1.12 to 1.20 are based on this text.

1.12 Which one of the following statements is CORRECT?

The content of Text 1 is expressed by

- [1] verbal elements only.
- [2] both verbal and non-verbal elements. SG: 3
- [3] graphic elements only.

1.13 Which one of the following statements is CORRECT?

Text 1 consists of

- [1] a main theme (topic) only. SG: 11 (main theme: home loans)
- [2] a sub-theme only.
- [3] both a main theme and sub-themes.

1.14 Which one of the following statements is CORRECT?

Text coherence is achieved in Text 1 with the help of the

- [1] text structure. SG: 18
- [2] text style.
- [3] text content.

1.15 Which one of the following statements is CORRECT?

From the sub-headings used in Text 1, it is obvious that the text is structured according to

- [1] a measure structure.
- [2] a design structure.
- [3] a question-answer structure. SG: 60-61

1.16 Which one of the following statements is CORRECT?

The function of Text 1 is to

- [1] inform readers about home loans.
- [2] persuade readers to take up this specific home loan. SG: 39
- [3] to offer discount on wines, flowers and Persian carpets.

1.17 Which one of the following statements is CORRECT?

The refrain in Text 1, of turning a house into a home, is typical of

- [1] appellative message of the text. SG: 38-39 (indirect appeal, appealing to the homeliness)
- [2] expressive message of the text.
- [3] referential message of the text.

1.18 Which one of the following statements is NOT CORRECT?

The products offered within the HomeValues plan are highlighted by the following design elements in Text 1:

- [1] character size.
- [2] italics and bold.
- [3] bulleted lists. SG: 120

1.19 Which one of the following statements is NOT CORRECT?

The introduction in Text 1 is successful in

- [1] giving the reader a choice of where to start reading. SG: 75
- [2] indicating the route in which the text is headed.
- [3] introducing the product and explaining what it is.

1.20 Which one of the following statements is NOT CORRECT?

One of the persuasive strategies used in Text 1 is

- [1] to point out punishment or negative consequences. SG: 39
- [2] to make a connection between the appeal and the reader's values.
- [3] to try and win the reader's trust by being understanding.

[20]

2. DISCUSSION OF ASSIGNMENT 02

SECTION B: NEWSPAPER TEXTS

Mrs. A Engelbrecht writes:

QUESTION 1

Choose the newspaper article from Column B that matches the description in Column A. Write down only the number from Column A and the matching letter from Column B, e.g.: 1C. [5]

Column A	Column B
1. This is an article in which personalities, places (cities) or a fashion craze is reported on.	A. Investigative reporting
2. Here the reader gets a glimpse of humanity in all its facets. It is often referred to as 'intimate journalism'.	B. Human interest story
3. Here the emphasis falls on exposing corruption, inefficiency or other forms of maladministration that are deliberately covered up.	C. The background story
4. A report on the death of a well-known person. Such reports provide information about the time and place of death, and details about the funeral.	D. The profile
5. Articles in this category give a more extensive description or explanation of subjects or events that are in the news. After a news report on acts of terrorism, an article with an in-depth story on terrorists' personality traits, tactics and goals may appear.	E. Obituary

Answers:

- | | | |
|----|------------------|-----|
| 1. | D. (S.G. p.190) | [1] |
| 2. | B. (S.G. p.198) | [1] |
| 3. | A. (S.G. p.210.) | [1] |
| 4. | E. (S.G. p.200) | [1] |
| 5. | C. (S.G. p.206) | [1] |

QUESTION 2

Answer the following questions:

- | | | |
|------|---|-----|
| 2.1. | Newspapers can appear in two formats. Name these two formats. | [2] |
| | Wide-page format | [1] |
| | Tabloid format | [1] |
| | (S.G. p.140). | |

2.2 Explain in your own words what a summary-lead is. [1]
 A summary-lead is a paragraph (could be two paragraphs) in which the most important aspects of an event are summarised. [1]
 Extra information which could also be marked as correct:
 The 'w-questions': *What happened?*, *Who was involved?* and *Where did it happen?* are usually answered in the summary-lead.
 (S.G. p.156).

2.3 Explain what the *inverted pyramid structure* entails. [4]
 The inverted pyramid structure divides a report into **two parts**: [1]
 • the **summary lead** ("lede") in which the most important aspects of the event are summarised for the reader [1]
 • **the remainder of the report**, which consists of [1]
 ± one or several documenting paragraphs in which the event is documented and explained in more detail
 ± a paragraph/paragraphs in which the event is developed further and more of the standard wh-questions are answered for the reader, but in **descending order of importance**.
 News reports in the inverted pyramid form therefore end with the least important details and seldom contain a conclusion or a further summary. [1]
 (S.G. p.157).

2.4 A profile is a type of newspaper article. Name three things that can be reported on in a profile. [3]
 Personalities (famous/important people) [1]
 Places [1]
 A Fashion Craze [1]
 (S.G. p.190).

2.5 When it comes to the form of a profile, journalists have a few choices. One of these is:
 The interview is presented as a monologue. In this form the journalist disappears into the background. The interview starts and ends with quotation marks, and only the interviewee "speaks". This form is especially suitable when a portrait has to be drawn of a person that sketches his/her entire life in terms of what he/she says (also known as the personality profile).
 Use your Study Guide and describe another from-variety. [2]
 An article with quotations. In this form direct quotations of what the interviewee had to say are alternated with summaries of what the person said. This form is structurally similar to reports on speeches. It is a particularly useful form when a long interview has to be shortened and summarised. [2]
 (S.G.p.191 – see p.193-194 for an example)

2.6 Explain what a background story is and give an example of when it would typically be used. [3]
 A background story gives a more extensive description or explanation of subjects or events that are in the news. [1]
 To illustrate: after a news report on acts of terrorism that have been committed, an article with an in-depth story on terrorists' personality traits, tactics and goals may appear. [2]
(Any fitting example will do.)
 (S.G. p.206)

QUESTION 3

Write an article [15]
 Use the reporter's notes and write an article on the youngest person in South Africa to complete a PhD. You have to make use of a summary lead and the inverted pyramid structure.

Study p.140 to p.151 and p.155 to p.158 in your study guide before you start to plan and write your article.

Reporter's Notes

- Born in Orlando, Soweto, in 1993.
- PhD on African Customary Law.
- Johannes Thembekwayo.
- Youngest person in South Africa to complete a PhD.
- Studied Law.
- Studied at Unisa.
- 25 years old.

Pay attention to the assessment criteria:

Assessment Criteria		Marks [15]
1	Format and structure: An appropriate head has been used. The date and the name of the journalist appears on/in the article. The article consists of more than 3 paragraphs.	5
2	Content: The reporter's notes have been used. The summary lead and the inverted pyramid structure has been used well.	5
3	Language: Language, punctuation and spelling is perfect.	5
TOTAL		[15]

LENGTH: Your article may not be longer than one page.

QUESTION 4**Write a profile****[15]**

You and your fellow students have the opportunity to attend an academic conference on the topic of "Writing for the Media" in Parys, Free State. Most of your fellow students have never heard of this town before. Write a profile on Parys in the Free State to give your fellow students a bit of information and a good sense of the place. You have to use the "Notes on Parys" provided.

Remember to have a look at the section on the profile in your study guide (p.190 – 196) before you start to write.

Notes on Parys

- Parys is situated on the banks of the Vaal River.
- Average temperature of 23°C.
- Origin of Parys dates back to 1876.
- Many restaurants and coffee shops.
- During the South African war, the area was the scene of much guerrilla warfare.
- In the Free State province of South Africa.
- There are three beer breweries in Parys.
- Population of 48 000 people.
- The area of Parys also includes the two townships: Tumahole and Schonkenville.
- The name is the Afrikaans translation of Paris.
- 120 km from Johannesburg.
- Today the town has a reputation for being an arts and antique hub.
- Many spas.
- More than 108 guest houses, lodges and resorts.
- Home to the Vredefort Dome, where an asteroid collided with the earth millions of years ago.

Pay attention to the assessment criteria:

Assessment Criteria		Marks [15]
1	Format and structure: An appropriate head has been used. The profile consists of more than 3 paragraphs.	5
2	Content: The Notes on Parys have been used – it has also been used correctly, not simply copied and pasted. Full sentences were used.	5
3	Language: Language, punctuation and spelling is perfect.	5
TOTAL		[15]

LENGTH: Your profile may not be longer than one page.

[Subtotal for section B: 50]

SECTION C: WRITING FOR BROADCASTING

Mrs. L Grundlingh writes:

QUESTION 1

- 1.1 Which one of the following statements is TRUE?
- (a) TV creates a feeling of immediacy through the indirectness of the TV image.
 - (b) TV creates a feeling of immediacy through the directness of the TV image. (P. 258)**
 - (c) TV does not create a feeling of immediacy.
- 1.2 Which five criteria play an important role in determining and selecting newsworthy stories?
- (a) Timeliness, extent and importance, prominence, proximity and oddities / deviations. (P. 269)**
 - (b) Timeliness, ordinary, prominence, proximity and oddities / deviations.
 - (c) Ordinary, prominence, proximity and oddities / deviations, timeliness, violence.
- 1.3 In which one of the following stories is the attribution used correctly?
- (a) According to the police, the suspects are under arrest.
 - (b) The police said that the suspects are under arrest. (P. 289)**
 - (c) "The suspects are under arrest," said the police.
- 1.4 What does one do to create a feeling of immediacy in broadcast news?
- (a) Use the past tense
 - (b) Use conjunctions
 - (c) Use the present tense (P. 292)**
- 1.5 Which one of the following stories is correct according to the style guidelines for broadcast news?
- (a) Lucinda de Kock, a woman from Pretoria, came across a backpack containing around R 8000 while she was walking her dogs.
 - (b) A woman from Pretoria, Lucinda de Kock, came across a backpack containing around R 8000 while she was walking her dogs. (P. 289 – 290, P. 294 - 295)**
 - (c) A woman from Pretoria, Lucinda de Kock, came across a backpack containing around R 7985 while she was walking her dogs.

- 1.6 What are the 5 W-questions that can be answered in the lead sentence?
- (a) **What, who, where, when and why. (P. 299)**
 (b) What, who, where to, when and why.
 (c) What, who, with who, where and when.
- 1.7 Which of the following statements is FALSE?
- (a) Three forms of talk shows can be distinguished.
 (b) **Conversational material is not used in news programmes. (P. 321)**
 (c) Conversational material has a supportive function in educational programmes and does not form the primary content of the programme.
- 1.8 The "opinion interview"...
- (a) **is the most common form of interviewing. (P. 322)**
 (b) is common in soft news programmes.
 (c) is about conveying factual information.
- 1.9 Which three communicative purposes are important for talk shows?
- (a) Persuasive, factual and informative.
 (b) Informative, factual and entertainment.
 (c) **Persuasive, informative and entertainment. (P. 322)**
- 1.10 The pacing of the talk show is determined by the ...
- (a) programme opening
 (b) target audience.
 (c) **presenter. (P. 331)**

QUESTION 2

- 2.1 A *line-up* refer to a list of all the stories included in the news bulletin. (P. 272) (2)
- 2.2 A *copy story* is a basic radio news story (1). It does not include any sound (such as interviews) and it is read by the newsreader in the studio (1). (P. 279) (2)
- 2.3 *Writing for the ear* means writing in a conversational style (1) and that the broadcast copy should read natural (1). (P. 287) (2)
- 2.4 In a talk show, entertainment is provided to the audience through the interaction between the presenter (1) and the guest(s) (1). (P. 322) (2)
- 2.5 It is usually topic-orientated (1) and it always has several participants who have different viewpoints (1). (P. 323) (2)

QUESTION 3

- 3.1 Police spokesperson (1), Malusi Mkhize (1), says a 13 year old boy (1) was arrested for attempting to steal approximately (1) R 29000 / R28800 (1) from an ABSA bank in Johannesburg. (5)

Please note: In order to be awarded the full five marks, the following changes must be present:

1. The words "according to" must be deleted so the sentence begins with "Police spokesperson". 2. After the person's title, the name of the person follows. 3. The age of the boy must be indicated first, since the age is significant in this case. 4. One of the following approximations must be included: *almost, approximately, around*. 5. The amount indicated must be rounded off.

- 3.2 Marks are awarded for the following: (5)
- The host must welcome the audience and the name of the show must be mentioned (1)
 - All three the guests must be introduced (1)
 - The core questions included in the instructions must be mentioned (1)
 - The language use must be of a high standard and the opening must be structured in a logical way (2)
- [½ a mark is deducted for every mistake up to 0]

QUESTION 4

Assessment Criteria	
Lead-in (At least 4 'w-questions' have to be answered)	4 Who, what, when, why, where (1 mark for every question answered)
Logical structure of the content	5 All the notes of the reporter must be included (3 marks). The content must be structured in a logical way (2 marks)
Correct intro of sound bite and inclusion of proper sound bite.	4 Correct introduction (2 marks) Sound bite with quotation marks (2 marks)
Use of headings	2 ½ a mark for every heading
Language use	5 ½ a mark is deducted (up to 0) for every spelling mistake and poor sentence structure
TOTAL	20

[Subtotal for section C: 50]

SECTION D: WRITING FOR THE INTERNET AND THE WEB

Mx. M Le Roux writes:

QUESTION 1

- 1.1 Any of the following: Facebook, Twitter, wikis, blogs, chatrooms or any other format (such as YouTube) that might be acceptable
- 1.2 A mark is awarded for the reason and a mark is awarded for the explanation. Any two reasons with two explanations gets 4 marks. Refer to p. 354 in the study guide if you're not sure of the answer given.
- Paper trail has shrunk. Helps to save space. Seen as green, etc.
 - Not bound to one device. Email on cell phones, for example.
 - Cost: email is cheaper than snail mail. Can send messages all over the world.
 - Speed: email reaches the recipient within seconds; same can't be said for snail mail.
 - Multiplicity: You can send the same email to many people.
- 1.3 If the concept is clear and the answer is understandable, a mark may be awarded. The following must be mentioned:
- The carbon copy (Cc) can be used when sending an email to many recipients. It almost functions as a witness
 - The message isn't addressed to the person in the Cc field, but it is important that they receive it.

- The blind carbon copy (Bcc) is totally private and the recipient's address isn't seen by other recipients.

1.4.1 Any of the following for two marks

- Spelling is not checked
- Message isn't placed in context
- No relevant questions asked
- Sender shouting in email
- No signature
- Acronyms used

1.4.2 The person's name, position and full contact details.

1.5 Any of the following with an explanation

- Establish a recognisable brand
- Set the appropriate tone
- Brevity is key
- The three click rule
- Stick to the topic

1.6 Students must motivate why they think Redish's guidelines are useful or not with regards to design. No mark is given for 'yes' or 'no' and there have to be two good reasons, e.g.:

- No because the criteria focus on use of language and the use of the page. The given criteria have nothing to do with design as it doesn't say anything about page layout, etc.
- Yes because there are clear steps given to create your website. Tone is important because it engages the target audience.

1.7 Students must write a short email in which they inform their colleagues of a meeting of the marketing committee. The following aspects have to be taken into account:

- Content: if the email clearly explains where and when the meeting is taking place, award two marks. 3 marks can only be given if more effort was put in.
- Format: the sender and recipient's email addresses have to be included as well as the signature. A separate mark will be given for the signature, but it has to be included.
- Signature: the sender's email address and telephone number for 1 mark. Any other information given pushes it up to 2 marks (position, fax, cell, etc.)
- Language: if the language is of a good standard, 2 marks may be awarded. An email with spelling and grammatical errors may be awarded 1 mark. 0 may only be given if the email is incomprehensible.

Criteria	Mark (10)
Content (time, place, etc.)	3
Format	2
Signature	2
Language	3

QUESTION 2

Students must write an online news report where the reporter's notes are used as guidelines. Students may not use their own guidelines. Mark were awarded as follows:

Criteria	Mark (20)
Heading The heading must be bigger than the rest of the text and not too wordy (as per the study guide)	2
Date and time The date and time of the report must be given and is somewhere at the top of the report	2
Lead paragraph The lead must be as explained in the study guide.	2
Inverted pyramid structure	4
Format It's clear that this is an online news report (use of white space, hyperlinks, photos, videos, etc.)	2
Style (Conversational) Style and language befit online reporting	2
Reader interaction Possible to comment on the article, share, etc.	1
Indications of guidelines for design Five guidelines for design should be shown (links to other articles, social media, establishing a brand, use of sub-headings, informal style, captions etc. See p 380 in study guide)	5

[Subtotal for section D: 50]

SECTION E: WRITING TEXTS FOR PUBLIC RELATIONS AND MARKETING
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Dr. TR Carney writes:

QUESTION 1

Match the structure elements of a news release in Column A with the explanation in Column B. Write down the correct alphabet letter next to the relevant question number. Only one option is possible per question number. (10)

Question Number	Column A	Alphabet Letter	Column B
1.1	News release	A	Typical of the AIDCA formula.
1.2	Inverted pyramid structure	B	A summary of an offer placed in a text box.
1.3	Summary lead	C	Avoid this type of lead in a news release.
1.4	Historical context	D	A communication tool used to communicate with journalists and

1.5	Benefit statement	E	the public. This is necessary for context to understand the topic of the release.
1.6	Info statement	F	This is a pre-letter message at the top of a letter.
1.7	Action statement	G	This focuses on special events happening in the near future.
1.8	Secondary details	H	<i>Timeliness</i> would be a good example of this approach.
1.9	Background	I	A writing approach that structures the most important info at the top.
1.10	Organisational ID	J	Unusual events, little-known facts or oddities about the organisation.
		K	Another name for this is 'e-notices'.
		L	'Feedback' refers to the responses given by the receiver of the source.
		M	One of the classifications of a public is 'traditional and future'.
		N	Mobilise audiences by telling them what to do.
		O	You are answering the question 'so what?'
		P	A letterhead is a typical characteristic.
		Q	'For immediate release' is mostly used for crisis releases.
		R	Provides more insight into the company responsible for the release.
		S	First paragraph that focuses on the most significant and interesting facts.
		T	Elaborate on the given information.
		U	Provide the necessary info in order for audiences to react.

The answers are DISCOUNTER

QUESTION 2

Study the example of a press release here below and answer the questions that follow.

Dr Eunice Mphahlele
Animal Health, Tshwane District
012 997 1203
eunicem@gauteng.gov.za

12 March 2018

RABIES OUTBREAK IN TSHWANE

FOR IMMEDIATE RELEASE

An outbreak of rabies in the Tshwane region has been confirmed by the Gauteng Department of Agriculture and Rural Development. The outbreak occurred in the vicinity of Pretoria North and is spreading; it poses a serious health risk to both dogs and humans.

The Tshwane District for Animal Health will manage an aggressive vaccination campaign within the City of Tshwane. Vaccinations are compulsory and will be administered to dogs free of charge. The Gauteng government and the City of Tshwane hope to curb the spreading of the disease to other dogs and humans through this campaign.

Dog owners must take their dogs to vaccination centres listed here below as soon as possible and have their dogs vaccinated by the state vets on duty. No vaccinations will be given to owners for home usage. Refraining from having your dog vaccinated is against the law and may lead to imprisonment. The following centres will administer vaccinations:

Tshwane show grounds
NSPCA Wattloo
Pretoria High School for Boys
Hoërskool Oos-Moot
Zwartkops High School
Dutch Reformed Church Moreletta Park
Onderstepoort Veterinary Hospital

Centres will be open between 07h00 and 20h00, seven days a week. The vaccination campaign will run for three weeks, starting on 13 March 2018 and ending on 3 April 2018. Owners should insure that their dogs are on leashes when they come to the centres.

Rabies is a serious viral infection that causes animals and humans to lose coordination and cognitive abilities, it may lead to paralysis, unusual aggression and excessive salivation (foaming at the mouth), to name but a few of the most common symptoms. Rabies in humans can be treated if a patient seeks medical help as soon as possible, but in most cases rabies leads to death. Prevention is better than cure.

Rabies is often spread when infected wild animals come into contact with domestic dogs. The outer city limits still experience a variety of wild life and it is therefore not uncommon for dogs to get in contact with jackals or bats, for instance.

By bringing their dogs to vaccination centres, owners not only guarantee the health and safety of their dogs, they ensure their own health and safety and that of their neighbours.

For more information, please visit the provincial vet's website or phone the number provided below:

www.gauteng.gov.za/veterinary/vacc / 012 997 1204

- 2.1.1 Is the news release provided above an example of a follow-up or an announcement release? Justify your answer. (2)

This is definitely an announcement release. Not only is it announcing the rabies outbreak, it is also providing essential info such as where and when vaccinations will take place. It furthermore provides info concerning the area of the outbreak, etc. The release contains new info.

- 2.2 Under which subcategory can this release be classified? Justify your answer. (2)

This is a crisis release, due to the nature of the problem and its immediacy. It highlights something that was unforeseen and which poses a significant risk.

- 2.3 Who is the target audience of the message? Justify your answer. (2)

The target audience is the general public, more specifically pet owners and parents. Rabies effects all of us. If one person leaves his/her dog untreated, neighbours can face a serious health threat.

- 2.4 Which medium was used to communicate this message? In other words how/where was it released? (1)

Due to the nature of the crisis, a release like this would have been communicated to daily newspapers, both print and online, as well as the broadcasting services like radio and television. Today, an announcement like this would also be distributed using social media, such as Facebook and Twitter.

- 2.5 Why is this medium (see your answer for 2.4) ideally suited for this kind of release (see your answer in 2.4)? (1)

Using broadcasting like radio and online platforms like websites and social media could be ideal, because the info is available immediately. Also, when the nature of the crisis changes, you can easily amend the info and distribute without too much hassle. The medium allows you to update any information as necessary.

- 2.6 Would you say this release fulfils its purpose? Does it contain all the necessary information or are there information gaps? Justify your answer. (2)

It provides all the necessary info: it tells you where the rabies outbreak is, it tells you what you need to do as a dog owner, it tells you where to go and when to go, it tells you that vaccinations are free and compulsory, and it tells you what rabies is and how it is spread.

QUESTION 3

Study Bird's (2002) different opening techniques for sales letters on page 448-449 in your Study Guide and write your own opening for the types provided below. Stay clear of plagiarism. (10)

- 3.1 Start with an offer...
- 3.2 Flatter the reader as one of a superior group...
- 3.3 Solve a problem...
- 3.4 You and I...

3.5 Surprise, shock or startle the reader.

When assessing students' answers for this question, we paid close attention to how **realistic**, **credible** and **creative** opening techniques were. If they weren't convincing at all, students were penalised. Also, if it were quite obvious to us that students did not study opening techniques in both the study guide and in authentic texts, then students were also penalised. If people simply used the examples in the study guide, with minor changes, no marks were awarded.

Remember that one of the most important goals of an opening technique is to draw attention immediately. You want a reader to keep reading to the very last sentence and you can only achieve that by first grabbing the reader's attention.

QUESTION 4

You are the marketing official for a company called **Pet FRIENDly**, which specialises in different products for dogs and cats. Your company has a new product called *Pet FRIENDly's Flee Collar®*. This collar helps to keep ticks and fleas at bay, for up to 7 months. The collar contains the ingredients imidacloprid and flumethrin, which is released slowly onto the pet's skin. The ingredients are safe for humans and the collar itself won't hurt the cat or dog. The collar is water resistant. (20)

Instructions:

- You have to write an attractive and creative sales letter (max. 300 words) directed at new clientele inspiring them to buy the *Flee Collar®*.
- A lot of information is still missing, which means that you need to add to our given information.
- Keep in mind your target audience and Lewis' motivators.
- Apply the AIDCA formula.
- Indicate each AIDCA aspect (Attention, Interest, Desire, etc.) in your left-hand margin as you apply them.
- Though you need to add your own information, the sales letter cannot consist of your notes only.

Use the following assessment criteria to guide you.

Assessment criteria for Question 4	Marks (20)
1. Format and attractiveness of letter	5
2. Application of AIDCA formula	5
3. Content	5
4. Language	5

Below we provide an example of a sale's letter. Of course, student's letters do not have to look like this one. Letters may take a variety of formats, styles and designs. As long as the AIDCA formula has been applied and the content makes sense. The use of colour, different fonts, and any type of visual image are strongly recommended.

Dr SP Cronjé
 Postnet Suite 14
 Private Bag X1
 Welkom
 2012

Pet FRIENDly



shutterstock · 177785273

15 April 2018

Pets without flees!

Dear Dr Cronjé,

INTRODUCING *Flee Collar*[®], TO COMBAT FLEES AND DISEASE

Not only do ticks and flees create discomfort; they carry fever-causing diseases, like typhus, cat scratch, Lyme disease and tapeworm infection, which can be transmitted to humans. That is why we are introducing *Flee Collar*[®], to make it that much easier for you to care for your pets as well as look after your own health.

Ticks and flees cause disease

The collar is made of bio-friendly silicone containing the ingredients *imidacloprid* and *flumethrin*. These two ingredients work together to kill off live ticks and flees and any eggs left behind. The ingredients are released slowly onto the pet's skin and will be active for approximately 200 days. The collar is non-toxic, which means that adults and children alike may handle the collar. The collar and its active ingredients are also water resistant, making it possible for you to bathe your pets as necessary.

***Flee Collar*[®] works for 200 days**

Flee Collar[®] will be available from most pet shops and animal hospitals by the end of May 2018. However, if you can't wait to get your hands on our unique product, simply log on to www.petfriendly.co.za/fleecollar or phone 086 556 556 and we will assist you in obtaining the collar at a 10% discount. Let us know how we can assist you!

Call now and get 10% discount

Our best wishes,

Suraida Solomon
 Marketing Manager for New Products

PS – Do we have your e-mail address? Let us keep in touch through an eco-friendly way. This way we can also send you updates on discounts and competitions as well as the latest news on pet care.

Do we have your e-mail?

Pet FRIENDly (Pty) Ltd

55 Crown Palace . 2113 Katherine Street . Sandton . 0221 . South Africa
 086 556 556 . 011 236 6634/5/6
 info@petfriendly.co.za . www.petfriendly.co.za

**[Subtotal for section E: 50]
 ANY TWO SECTIONS: 50 + 50 = TOTAL: [100]**

3. EXAMINATION GUIDELINES

There is no longer an exam paper for TEX2601. Instead of writing an exam in a specific venue you need to submit a portfolio for assessment. The portfolio entails two written tasks, each counting 50 marks. You have to choose one section (B, C, D or E) and complete that section's tasks. You will find the portfolio in Tutorial Letter 101; it is Assignment 03. Pay attention to the indicated deadlines. **NO EXTENSIONS ARE ALLOWED. THIS IS AN EXAM PORTFOLIO.**

Assignment 03 tests whether you are able to create texts in which you implement the theory you have learnt. Because you have enough time to your disposal, we expect you to deliver work of high standard. You may use any additional sources to help you complete the task, but remember to cite all the sources consulted in your bibliography. Plagiarism is a serious offence. **When the assignment expects you to use the given notes, we expect those notes to form the bulk of the text. You are not allowed to create a text based on your own topic.**

In case the instructions for Assignment 03 are too vague, please contact one of your TEX2601 lecturers.