

Tutorial Letter 101/3/2018

**Writing skills for the communication
industry**

TEX2601

Semesters 1 and 2

**Department of Afrikaans and Theory of
Literature**

This tutorial letter contains important information
about your module.

BARCODE

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1 INTRODUCTION

Dear Student

We would like to welcome you as student in our department. Be assured of our enthusiasm and willingness to support you with advice during your study programme.

The main purpose of this **semester module** *Writing skills for the communication industry* (TEX2601) is to equip you with the necessary knowledge and skills to plan, design, write and produce a variety of the text types produced by and for the communication industry. In the study guide you will find texts taken from South African newspapers, illustrative material that was used by the SABC in television and radio broadcasts, text examples of direct mail letters and press releases (both online and printed) and examples of online news. These are the kinds of texts that are designed and produced every day by the South African mass media and other institutions for a diverse South African public. Acquiring the necessary knowledge and skills to plan, design and write these texts is what this module is all about.

Although this module is offered in Afrikaans (TEX2601) and English (TEX2601), it will provide you with the kind of knowledge and skills that you need for the design of effective texts, regardless of the specific language in which you will be writing such texts. The knowledge and skills that you will have acquired by the end of the module can, therefore, also be used when planning and writing texts in any other language (e.g. Zulu or French).

We trust that you will benefit from everything that this module has to offer. To get the most out of it, you will also have to tackle a number of assignments on your own. The teaching staff is there to assist you in this process. Do not hesitate to contact them should you have any questions with regard to the syllabus or the assignments.

This tutorial letter contains important information regarding:

- the module and our modus operandi
- your study programme
- the assignments that you need to submit
- exam admission and your semester mark

PLEASE STUDY THIS INFORMATION CAREFULLY BEFORE TACKLING THE STUDY GUIDE AND PROCEEDING TO THE ASSIGNMENTS.

Good luck with your studies!

2 PURPOSE AND OUTCOMES

2.1 Purpose

The purpose of this module is to furnish you with the necessary knowledge and skills to plan, design, produce and write a variety of the non-literary text types which are used in the communication industry.

2.2 Outcomes

The specific aim of the module is to equip students to be able to:

- analyse various text types which are used in the communication industry according to communicative goals and target groups; and
- write effectively for the newspaper, broadcasting, public relations and the internet.

3 LECTURER(S) AND CONTACT DETAILS

3.1 Primary lecturer

Dr TR Carney

☎ 012 429 6683 / +27 12 429 6683

✉ carnetr@unisa.ac.za

3.2 Department

Departmental secretary

☎ 012 429 6308 / +27 12 429 6308

Postal address

Department of Afrikaans and Theory of Literature
PO Box 392, UNISA, 0003

Departmental website

Click [here](#) to be redirected to our website, or visit

<http://www.unisa.ac.za/Default.asp?Cmd=ViewContent&ContentID=13256>

3.3 University

IMPORTANT! Enquiries about assignments (procedure, receipt, marks), student administration, dispatch (study material), examination timetables, examination enquiries and finance (student accounts), which cannot be solved via *myUnisa* should be directed to the sections or numbers supplied in the **Studies@Unisa** brochure.

4 RESOURCES

4.1 Prescribed books

There are no prescribed books for this module. All the study material is included in the study guide, i.e. *Only study guide for TEX2601*, and in the tutorial letters.

However, we do require that our students read the available newspapers (hard copy and online) as often as possible, listen to the radio and watch television with the aim of collecting as many good examples as possible of all the types of texts that we deal with in the study guide.

4.2 Recommended books

There are no recommended books for this module.

4.3 Electronic reserves (e-reserves)

No electronic reserves are currently available for this module.

4.4 Library services and resources information

The Unisa library is a marvelous resource center and one of the best in the country. As a registered student you have access to many online resources, like dictionaries, journals and databases. Click [here](#) to be redirected to the library's landing page. The Unisa library furthermore offers the services of a personal librarian, who can help you with all kinds of information related queries. In order to access the personal librarian for TEX2601, please click [here](#) to visit the library guide for Afrikaans. Here you will also find information and links on requesting books, if necessary.

Library landing page: <http://www.unisa.ac.za/Default.asp?Cmd=ViewContent&ContentID=17>

Library guide and personal librarian: <http://libguides.unisa.ac.za/c.php?g=355655&p=2399673>

5 STUDENT SUPPORT SERVICES

The following student support services are offered by Unisa and/or the Department of Afrikaans and Theory of Literature for the module TEX2601:

Free Computer and Internet Access

Unisa has entered into partnerships with establishments (referred to as Telecentres) in various locations across South Africa to enable you (as a Unisa student) free access to computers and the Internet. This access enables you to conduct the following academic related activities: registration; online submission of assignments; engaging in e-tutoring activities and signature courses; etc. Please note that any other activity outside of these is at your own expense e.g. printing, photocopying, etc. Please click [here](#) to be redirected to more information on the Telecentre nearest to you, or visit www.unisa.ac.za/telecentres.

Tutorial Letters

As part of your study material, you will receive at least two tutorial letters:

- Tutorial letter 101: contains the most important information concerning this module
- Tutorial letter 301: general information sent to each student

It is very important that you read the 101 tutorial letter (the one you are currently reading) thoroughly. It happens too often that students contact us with queries which we already address in this letter.

Sometimes we find it necessary to send out a follow up tutorial letter in order to communicate specific information regarding important changes, for instance when our contact details change; or if we noticed mistakes in the 101 that we need to correct, etc. We will send these out as we see fit.

When it seems as if you did not receive any of your tutorial letters, remember that as a registered student you can download any of the tutorial letters from myUnisa, as soon as they are available. This means that you ALWAYS HAVE ACCESS to your study material.

Discussion Classes

No discussion classes will be held for TEX2601 during 2018, but please contact the lecturers of this module should you experience problems of any kind with the course content.

E-tutors

E-tutors are available for this module and can be accessed on myUnisa. E-tutor pages are clearly marked. Students are divided into tutor groups and provided with a qualified person who knows the module content. They can be approached with any academic query related to the content of TEX2601.

Please note that tutors may not help you with assignments or administration.

Study Groups

Many students find it very useful to join a study group consisting of students registered for the same module(s). If you want to find out if there are any students in your area registered for this module, contact the Department of Student Administration.

Please note, however, that students are only allowed to submit their own, original work as assignments. **NO IDENTICAL GROUP WORK WILL BE ACCEPTED.** In order to submit Assignment 02 and 03, you need to fill out a signed plagiarism declaration and check-list to confirm that the assignment is your own, original work. **DO NOT SUBMIT THIS DECLARATION FORM SEPARATELY.**

myUnisa

myUnisa was developed to improve communication between lecturers and students, as well as among students. You can access administrative information such as academic and assignment records, examination results and dates, and financial records. Academic information comprises courseware, subject-related academic guidance, recommended books and more. Students may submit written assignments and assignments done on mark-reading sheets electronically via myUnisa (see par. 8.5.2).

The departmental study guides and tutorial letters are available on myUnisa in PDF format. This implies that you can download your study material and print it. However, we do not recommend that you print any of these documents, seeing as some are quite thick and can incur additional costs. Only registered Unisa students have access to this facility. You have to register with myUnisa to gain access to the study guides and tutorial letters of the modules for which you are registered.

Please click [here](#) to be redirected to the myUnisa landing page, or visit <https://my.unisa.ac.za/portal>.

6 STUDY PLAN

The following table can be used as a guideline for your planning for TEX2601. The schedule is based on the deadlines for assignments as determined by Unisa, the available dates for registration as well as the availability of study material on *myUnisa* as soon as you are registered for the module.

<i>Task</i>	<i>Date/time period Semester 1</i>	<i>Date/time period Semester 2</i>	<i>Check if completed</i>
Read through guide in preparation for the multi-	Enrolment – 24 Feb	Enrolment – 1 July	

choice questions for Assignment 1			
Complete Assignment 1	16 – 21 March	17 – 22 Aug	
Submit Assignment 1	Electronically: 22 March	Electronically: 22 Aug	
Work through study guide and complete activities	22 March – 14 April	23 Aug – 14 Sept	
Complete Assignment 02	14 – 18 April	14 – 19 Sept	
Submit Assignment 02	Electronically: 18 April	Electronically: 19 Sept	
Submit examination portfolio	Electronically: 23 May	Electronically: 24 October	

7 PRACTICAL WORK AND WORK-INTEGRATED LEARNING

There is no module practical work or work integrated learning for this module.

8 ASSESSMENT

8.1 Assessment criteria

Shorter type questions (Assignment 01 and 02) take the form of the question-answer model. This means that a positive mark is given for each correct answer. Questions may either count a single mark or they may count more than 1. No special criteria apply.

For questions that expect students to create a new text (Assignment 02), clear assessment criteria are provided after each question within a matrix/table. It is important that students pay close attention to these assessment criteria in order to maximise their mark total. Assessment criteria are also provided for the exam portfolio (Assignment 03). They differ for each section's writing task. Students who do not adhere to the assessment criteria will be penalized.

8.2 Assessment plan

The method of assessment in this module reflects Unisa's policy on assessment. Assessment in this module is a continuous process and includes both formative and summative assessment.

Formative assessment is made up of two assignments which contribute in total 45% towards the student's final mark for this module.

- We give information at the start of each assignment on how this assignment must be approached by you and how we will assess the assignment.
- After assessment is completed, you will receive feedback in either document format or by means of a podcast, which we will make available on myUnisa for you to download.

Summative assessment is done by means of an Examination Portfolio. It will take the form of a written assignment which you need to submit on a specific date. If you do not pass this module, you may still be eligible for a supplementary examination (in the form of another portfolio) in the following semester.

8.3 Assignment numbers

8.3.1 General assignment numbers

You will need to submit three assignments for this module – they are included in this tutorial letter. **To be allowed to submit Assignment 03 for exam purposes, you should submit at least one assignment (either Assignment 01 or Assignment 02) on or before the due date. By submitting any one of the two assignments you will be permitted to submit Assignment 03 as an Examination Portfolio.**

However, we strongly advise you to submit both assignments, because by submitting both assignments you can build up a very good semester mark. Note that your two assignments together make up a maximum of 45% of your final mark for this module. The third assignment (Examination Portfolio) contributes 55% towards your final mark.

We set three types of assignments:

- **Assignment 01** is a **multiple choice** assignment which will consist of 20 multiple choice questions. These questions have to be answered on a mark reading sheet, either paper based or on myUnisa. Assignment 01 focuses on Section A of the study guide.
- **Assignment 02** consists of various types of questions: short and essay-type questions. Assignment 02 focuses on sections B, C, D and E of the study guide. To complete Assignment 02, you need to select ANY TWO sections: B, C, D or E. **PLEASE DO NOT SUBMIT THESE SECTIONS SEPERATELY!**
- **Assignment 03** is an **Examination Portfolio**. The portfolio replaces a venue based exam. For this assignment you need to choose **ONE** section (either B, C, D or E) and complete its writing task. **NO LATE SUBMISSIONS WILL BE ALLOWED.**

We provide deadlines for each assignment. After the deadline for Assignment 02 has passed, we will add the necessary feedback on myUnisa, either in document format or as a podcast, which you can then download.

8.3.2 Unique assignment numbers

Each assignment has an additional number, the so-called **unique assignment number**. Make sure that this number appears on each assignment.

For 2018, the unique assignment numbers are as follows:

Semester 1

Assignment 01: 815715

Assignment 02: 741688

Assignment 03 (Examination Portfolio): 851559

Semester 2

Assignment 01: 874004

Assignment 02: 765668

Assignment 03 (Examination Portfolio): 571568

8.4 Assignment due dates

Assignment	Semester 1 Closing date	Semester 2 Closing date
Assignment 01 (Multiple choice questions based on Section A)	22 March 2018	22 August 2018
Assignment 02 (Any two sections: B, C, D or E)	18 April 2018	19 September 2018
Assignment 03 (Examination Portfolio) (Only one section: B, C, D or E)	23 May 2018	24 October 2018

8.5 Submission of assignments

You have to plan in advance in order to submit your assignments in time.

Students using word processors should consult the brochure, *Studies@Unisa* for the requirements regarding the format and paper to be used for assignments.

NB! The answers for Assignment 01 can be completed electronically on myUnisa. The written work for Assignment 02 and the Examination Portfolio must be submitted in PDF format via myUnisa.

Submission via myUnisa

We recommend that you submit your assignment via myUnisa. It makes the process easier to assess assignments electronically. It also saves postage and ensures that your assignment reaches us in time.

Electronic submission of assignments

For detailed information and requirements as far as assignments are concerned, see *Studies@Unisa*, which you received with your tutorial matter. To submit an assignment **via myUnisa**:

- Go to <https://my.unisa.ac.za/portal>
- Log in with your student number and password.
- Select the module from the orange bar.
- Click on assignments in the left menu.
- Click on the assignment number you want to submit.
- Follow the instructions.

When submitting your assignment via myUnisa, please remember to include the **plagiarism declaration** on the **first page** of your assignment. The declaration of plagiarism appears at the end of this tutorial letter. Also remember to submit Assignment 02 and the Exam Portfolio, typed, in **PDF format**.

8.6 The assignments

SEMESTER 1 ASSIGNMENT 01

Multiple choice questions (based on Section A of the study guide)

Lecturer:

Dr TR Carney
012 429 6683
carnetr@unisa.ac.za

Closing date: 22 March 2018

Unique number: 815715

Enquiries:

Tel. 012 429 6683 (Dr Carney)
Tel. 012 429 6308 (Secretary)

Study material:

The assignment focuses on Section A of the study guide.

Format:

Electronic mark reading sheet on myUnisa.

Please note the following:

- Assignment 01 has to reach the Assignment Section before or on **22 March 2018**.
- Choose only one option for each question.

ASSIGNMENT 01 – SEMESTER 1

Every question number contains a statement. Each statement offers three options, marked as [1], [2] and [3]. You need to choose the correct option 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

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.
- [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.

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

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.
- [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.
- [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.
- [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.
- [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

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.
- [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.

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.
- [3] graphic elements only.

1.13 Which one of the following statements is CORRECT?

Text 1 consists of

- [1] a main theme (topic) only.
- [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.
- [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.

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.
- [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.
- [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.

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.
- [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.
- [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]

SEMESTER 1

ASSIGNMENT 02

Written assignment based on Sections B, C, D and E

Each subsection has a responsible lecturer. Please see myUnisa for their contact details.

Closing date: 18 April 2018

Unique number: 741688

Enquiries:

Responsible lecturer for your chosen sections.

Tel.: 012 429 6308 (Secretary)

Study material:

The assignment focuses on sections B, C, D and E of the study guide. You need to answer ANY TWO sections: B, C, D or E.

Format:

We prefer that you type your assignment and place it in PDF format before you submit via myUnisa. PLEASE DO NOT SUBMIT THESE SECTIONS SEPERATELY!

PLEASE NOTE: you may never base a writing task on your own notes unless we explicitly give you instructions or permission to do so. Always use the notes we give you.

SECTION B: WRITING FOR NEWSPAPERS

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	C. The background story

covered up.	
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

QUESTION 2

Answer the following questions:

- 2.1. Newspapers can appear in two formats. Name these two formats. (2)
- 2.2 Explain in your own words what a summary-lead is. (1)
- 2.3 Explain what the *inverted pyramid structure* entails. (4)
- 2.4 A profile is a type of newspaper article. Name three things that can be reported on in a profile. (3)
- 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 form-variety. (2)
- 2.6 Explain what a background story is and give an example of when it would typically be used. (3)

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 must be provided. The date and the name of the journalist should appear on/in your article. Paragraphs are important.	5
2	Content: Use the reporter's notes. Your article must have a summary lead and you have to use the inverted pyramid structure.	5
3	Language: Your language, punctuation and spelling should be 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 must be provided. Paragraphs are important.	5
2	Content: Use the "Notes on Parys". Do not simply copy and paste these notes. You have to write in full sentences.	5
3	Language: Your language, punctuation and spelling should be perfect.	5
TOTAL		15

SECTION C: WRITING FOR BROADCASTING

QUESTION 1

Multiple choice questions. Only write the question number and the answer, for example: 1.1 a. Each question has only one correct answer. (10)

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.
- (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.
- (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.
- (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

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.
- (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 five W-questions that can be answered in the lead sentence?

- (a) What, who, where, when and why.
- (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.
- (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.
 - (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.
- 1.10 The pacing of the talk show is determined by the ...
- (a) programme opening
 - (b) target audience.
 - (c) presenter.

QUESTION 2

- 2.1 What does the term **line-up** refer to? (2)
- 2.2 What does the term **copy story** refer to? (2)
- 2.3 What does it mean to **write for the ear**? (2)
- 2.4 How is entertainment provided to the audience in a talk show? (2)
- 2.5 Name two characteristics of a **panel discussion programme**. (2)

QUESTION 3

- 3.1 Rewrite the following paragraph so it is suitable for broadcast news. (5)

According to Malusi Mkhize, police spokesperson, a boy (13) was arrested for attempting to steal R28793 from an ABSA bank in Johannesburg.

- 3.2 Pretend that you are the host of a talk show. This talk show is a panel discussion programme (p. 323). Use the following information to write a good programme opening: (5)

Programme: Let's Talk

Guests: Prof. Jaco Nel (Department of Visual Art – Wits)

Mr. Sello Gumede (sculptor)

Ms. Kirsten Bloom (actress)

[You have to introduce the guests to the audience watching from home]

Topic: This episode investigates the arts in South Africa and abroad. The question is what can be classified as art and how art is used to not only comment on everyday life but also political and economic issues.

** You can use the example on p. 335 of the guide (TEXT 4) to assist you. Remember that you can do your own research to gather information for the writing of the opening. Your programme opening must consist of 2 to 3 paragraphs.

QUESTION 4

Write a TV news story of about 60 seconds (about 180 words). Use the notes of the reporter below. Add a sound bite to your story. Make sure that the intro to the sound bite is done correctly. Indicate which part of your story is the lead-in, the reporter's story, the sound bite and the conclusion. **(20)**

Remember:

1. There are style guidelines that this story should adhere to.
2. You must not add all the technical details indicated in the study guide.
3. You can add information to your story that you see as relevant.

Notes of a reporter:

- 2000 nurses are on strike in Johannesburg
- Strike started yesterday
- The nurses demand an increase of R 3000 a month
- The nurses are also upset because the hospitals are not supplied with equipment and other basic supplies
- The nurses feel that they are unable to do their jobs and sometimes they have to buy supplies with their own money.
- The Union for Nurses in South Africa (UNSA) spokesperson, Maria Mthembu, says the nurses are willing to strike for as long as it takes.
- Maria's words: "We are not going to allow this to continue. Our patients are in danger either way, even if we don't strike! We are fed-up working like this. It must end now!"
- Aaron Motsoaledi (Minister of Health) spoke to the media and confirmed that they are busy negotiating with UNSA. He also believes that immediate changes and improvements are necessary in government hospitals.
- UNSA hopes that the negotiations lead to a positive agreement between UNSA and the Department of Health.

Assessment Criteria	
Lead-in (At least 4 'w-questions' have to be answered)	4
Logical structure of the content	5
Correct intro of sound bite and inclusion of proper sound bite.	4
Use of headings	2
Language use	5
TOTAL	20

[50]

SECTION D: WRITING FOR THE INTERNET AND THE WEB

QUESTION 1

- 1.1 Give two examples of electronic communication modes except email. (2)
- 1.2 Give two reasons with explanations stating why email is the ideal mode of communication. (4)
- 1.3 What are the differences between the CC- and BCC- functions when you send an email? (3)
- 1.4 Read the following email and answer the questions below:

Message

From: henry.blake@gmail.com
 To: piercebf@unisa.ac.za
 Cc: burnsf@unisa.ac.za
 Bcc: Margareth@gmail.com, orwalter@gmail.com
 Subject:

Hi there!

Im struggling with asignment2 a bit in section2 of TEX2601. Culd you PLZ help me? PLEEEAASE?

TTFN

H

- 1.4.1 Name two netiquette rules that have been ignored in this email. (2)
- 1.4.2 What should be included in the signature? (3)
- 1.5 Explain two guidelines for web design as set out by Redish (2007). (2)
- 1.6 Do you think the guidelines given by Redish are applicable to design? Give two reasons to motivate your answer. (4)
- 1.7 Write an email to your colleagues. You must inform them of a meeting of the marketing committee. You need to inform them, amongst other things, of where and when the meeting will take place. Remember your signature.

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

QUESTION 2

Write an online news report by making use of the notes from the reporter. Indicate with footnotes how you implemented the guidelines for the format of an online news report. The report must not exceed one page.

Reporter's notes:

Ouma Grieta January honoured by ATKV

January wrote a collection Khoisan-folktales

Prof Henno Human, UJ: 'There is still a very strong oral tradition under the native tribes.'

Khoisan-folktales are disappearing

'I don't want my people's voice to become silent,' January

Anthology published by Protea-boekhuis

January worked on the anthology for 10 years

Received ATKV-doring award

January is one of the last !Xung speakers

Criteria	Mark (20)
Heading	2
Date and time	2
Introductory paragraph	2
Inverted pyramid structure	4
Format suitable for web	2
Style	2
Reader interaction	1
Indication of guidelines for design	5

[50]

SECTION E: WRITING FOR PUBLIC RELATIONS AND MARKETING

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 the public.
1.5	Benefit statement	E	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.

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 Is the news release provided above an example of a follow-up or an announcement release? Justify your answer. (2)
- 2.2 Under which subcategory can this release be classified? Justify your answer. (2)
- 2.3 Who is the target audience of the message? Justify your answer. (2)
- 2.4 Which medium was used to communicate this message? In other words how/where was it released? (1)
- 2.5 Why is this medium (see your answer for 2.4) ideally suited for this kind of release (see your answer in 2.2)? (1)
- 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)

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.

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

[50]

TOTAL FOR TWO SECTIONS:

[100]

SEMESTER 1

ASSIGNMENT 03

(EXAMINATION PORTFOLIO)

Please take note:

This module no longer has a venue based examination. This means that you are no longer required to write an exam paper at an exam venue. Instead of an exam paper, you must submit this portfolio for assessment.

Each subsection has a responsible lecturer. Please see myUnisa for their contact details.

Closing date: 23 May 2018

Unique number: 851559

Enquiries:

Responsible lecturer for your chosen sections.

Tel.: 012 429 6308 (Secretary)

Study material:

The portfolio focuses on sections B, C, D and E of the study guide. You need to choose ONLY ONE section: B, C, D or E.

Format:

We prefer that you type your assignment and place it in PDF format before you submit via myUnisa.

Mark allocation:

100 marks

PLEASE NOTE: you may never base a writing task on your own notes unless we explicitly give you instructions or permission to do so. Always use the notes we give you.

SECTION B: WRITING FOR NEWSPAPERS

For this portfolio, you need to complete both Task 1 and Task 2. Submit them together in one document for assessment.

Task 1

Write an article

Use the reporter's notes and write an article on the first learner from Lehlabile High School in Mamelodi, Pretoria, to be awarded a bursary to study computer engineering at MIT in the USA. 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 Mamelodi, Pretoria, in 1998.
- Matriculated with seven distinctions.
- Has a cat named Panda.
- Received the Microsoft bursary to study at MIT.
- Dad passed away early on.
- 98% for mathematics and 99% for physical science.
- Wanted to be a computer engineer since he was little.
- Matriculated from Lehlabile High School in Mamelodi in 2017.
- Average of 96%
- Excellent chess player
- Mother raised him by herself.
- 'Computer language' is his first language.

Pay attention to the following assessment criteria:

Assessment criteria for Task 1	Mark (50)
1. Format of newspaper article	10
2. Summary lead	10
3. Use of inverted pyramid structure	10
4. Content	10
5. Language	10
TOTAL	50

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

Task 2

Write a background story

Natalia Abrahams has recently been named African Business Woman of the Year by Time Magazine in New York. Write a background story on this hard working woman. You have to use the reporter's notes.

Remember to have a look at the section on the background story in your study guide (p.206 – 209) before you start to write.

Reporter's Notes

- Natalia Abrahams, 32 years old.
- Started to work as a waiter at the age of 16.
- Realised she could make more money by providing a product to that same restaurant.
- Baked bread to sell to the restaurant.
- From Johannesburg.
- Provided work for 40 people at the age of 20.
- Business kept doing better and better.
- Just named African Business Woman of the year.
- Managed one of the biggest bakeries in Africa at the age of 30. Supplying bread to all the biggest supermarkets in South Africa.
- Studied B.Com marketing at the North-West University.
- Had to quit her studies in her second year because of the success of the bakery.
- At the age of 18, she supplied bread to 10 restaurants. Mother and grandmother helped her.
- Natalia knows how to work hard.

Pay attention to the following assessment criteria:

Assessment criteria for Task 2	Mark (50)
1. Format of background story	10
2. Extensive description of subject	15
3. Content	15
4. Language	10
TOTAL	50

LENGTH: Your background story may not be longer than one page.

[100]

SECTION C: WRITING FOR BROADCASTING

For this portfolio, you need to complete both Task 1 and Task 2. Submit them together in one document for assessment.

Task 1:

Write a TV news story of about 60 seconds (about 180 words). Use the notes of the reporter below. Add a sound bite to your story. Make sure that the intro to the sound bite is done correctly. Indicate which part of your story is the lead-in, the reporter's story, the sound bite and the conclusion.

PLEASE NOTE:

1. There are style guidelines that this story should adhere to.
2. You must not add all the technical details indicated in the study guide.
3. You can add information to your story that you see as relevant.

Notes of the reporter:

- Two students abducted
- Johannesburg
- Parents filed missing person's report (this morning)

- The two students: Agnes Mabane and Jacob Kwezi
- They have been neighbours and friends for many years.
- They are both students at the University of Johannesburg.
- They always walk to class together.
- An eyewitness saw a black car stop next to the two students as they were crossing the street.
- Both were forced into the car.
- The eyewitness reported the incident to the nearest police station.
- Another friend of the missing students phoned the parents after Mabane and Kwezi missed two of their classes.
- Friend (Daniel Ratsebe): "I am very worried. I don't know why they have been abducted. They are both good friends of mine. I hope the police can find them and that they are still alive."
- Police spokesperson, Gift Makubane, says a search is already underway. There are rumours that a group are abducting students in the Johannesburg area.
- Police are warning students not to walk to the campus unless they are in a group of five or more.
- The police are asking the public to assist them by being on the lookout for a black Lexus with the number plate FV 42 NP GP.

Assessment criteria for Task 1	
1. Lead-in	10
2. Format	10
3. Content	10
4. Inverted pyramid structure	10
5. Language	10
Total:	50

Task 2:

You are the host of a talk show. Prepare for an **opinion interview**. [1] Indicate what you will say in the programme opening and the programme closing. Remember that the programme opening and closing should not be too long, but it must include the most important information. [2] Also work out ten (10) questions that you can ask during the interview. [3] Include a possible follow-up question for each of the ten questions.

PLEASE NOTE: You must **NOT** add the guest's possible responses to your questions. You have to do research about the topic in order to write meaningful questions.

Use the following notes to guide you:

Programme: Let's Talk

Guests: Dr. Ruben Killian (researcher at the University of Stellenbosch), Mr. Thomas Pratt (lecturer at the University of Chicago)

Talking point: Assisted suicide: Is it ethical? Is it murder?

Assessment criteria for Task 2	
1. Programme opening	10
2. Questions	10
3. Follow-up questions	10
4. Programme closing	10
5. Language	10
Total:	50

[100]

SECTION D: WRITING FOR THE INTERNET AND THE WEB

For this portfolio, you need to complete both Task 1 and Task 2. Submit them together in one document for assessment.

Task 1

Use the reporter's notes below, add to it and write an online report. Use the planning matrix to plan your report and include this in your portfolio. Remember that your article should also look the part; pay close attention to format and the inverted pyramid structure.

Reporter's notes – 15/08/2017 14:00

Viruswatch.com made an announcement about a new cell phone virus that affects cars.

Car manufacturers urge clients to load antivirus software onto their phones.

Virus first encountered in Germany.

Howard Cooper, spokesperson Viruswatch.com, said car manufacturers were informed.

No idea where virus came from.

Carbot-X virus does not affect cell phones, just the computer in the car.

Sven Svenson, spokesperson Volvo: 'It's a shocking development, because some models' brakes, petrol usage etc. are regulated by the computer.'

Virus spreads via Bluetooth.

Planning matrix

What is the main news?	
Which facts are less important?	
Important guidelines to remember regarding the writing and layout of an online report:	

Assessment criteria for Task 1	Mark (50)
1. Planning matrix	10
2. Format	10
3. Content	10
4. Inverted pyramid structure	10
5. Language, tone and presentation	10
TOTAL	50

Task 2

You wish to apply for a vacant Science teacher position at Oostrust High School. Send an email to the principal in which you apply for the position. Say that you have attached your CV; try to convince the principal in the email that you are a good choice for the position. Use the planning matrix to plan your email.

Subject line	
Content of email	
Signature	

Assessment criteria for Task 2	Mark (50)
1. Planning matrix	10
2. Format	10
3. Content	10
4. Register and being attuned to the target audience	10
5. Language, tone and presentation	10
Total	50

[100]

SECTION E: WRITING FOR PUBLIC RELATIONS AND MARKETING

For this portfolio, you need to complete both Task 1 and Task 2. Submit them together in one document for assessment.

Task 1

You are a marketing official for a company that sells products for weight loss. Your newest product is a syrup aimed at children under the age of 14 who suffer from obesity. Your target audience consist of mothers, teachers, paediatricians and child psychologists who might deal with this problem. Write a sales letter in which you introduce your newest product and try to convince your readers to buy it. Keep in mind that your target audience is mixed, which means that you need to decide carefully about the register and the level of information density of your letter.

Information:

- The product is called *Lipo Syrup*.
- The active ingredients are *phentermine*, which suppresses appetite and *orlistat*, which inhibits fat absorption and lastly *liposuppra*, which burns fat very quickly.
- The syrup is meant for children between the ages of 5 and 14.
- The syrup should be used in combination with exercise.

Instructions:

Your letter should be creative and informative. Remember to pay close attention to the format of your letter. Keep Lewis' motivators in mind and apply the AIDCA formula. Indicate the formula in your letter, either in the left hand margin or by means of brackets in the text itself. You should add your own information to expand on what we have provided. However, your letter cannot consist of your own notes only. Pay attention to the assessment criteria here below. Please stay clear of plagiarism.

Assessment criteria for Task 1	Marks (50)
1. Format of letter	10
2. Application of AIDCA formula	10
3. Content	10
4. Creativity and attractiveness of letter	10
5. Language	10

Task 2

You are now a press release officer for the company that sells the weight loss syrup (*Lipo Syrup*) for which you wrote a sales letter in Task 1. In the previous task you had to promote the syrup within a specific target audience. Since the marketing campaign, your company has realised that the active ingredient *liposuppra* has been found to cause colon cancer.

Instructions:

As the PRO, you need to write a crisis release in which you announce the removal of the product from shops and pharmacies and to warn clients who already bought the syrup to stop using it with immediate effect. You also need to inform professionals, like doctors and pharmacists, to refrain from prescribing the syrup.

You may use the same additional information in the news release, which you utilised in the sales letter, or use new information, where applicable. Please pay close attention to the format of the release. Also remember to apply the inverted pyramid structure. Pay attention to the assessment criteria here below. Please stay clear of plagiarism.

Assessment criteria for Task 2	Marks (50)
1. Format of press release	10
2. Application of inverted pyramid structure	10
3. Content	10
4. Register and density of information	10
5. Language	10

[100]

SEMESTER 2 ASSIGNMENT 01

Multiple choice questions (based on Section A of the study guide)

Lecturer:

Dr TR Carney
012 429 6683
carnetr@unisa.ac.za

Closing date: 22 August 2018

Unique number: 874004

Enquiries:

Tel. 012 429 6683 (Dr TR Carney)
Tel. 012 429 6308 (Secretary)

Study material:

The assignment focuses on Section A of the study guide.

Format:

Electronic mark reading sheet on myUnisa.

Please note the following:

- Assignment 01 has to reach the Assignment Section before or on **22 August 2018**.
- Choose only one option for each question.

ASSIGNMENT 01 – SEMESTER 2

Next to each question number, we make a statement. Every one of these statements contains two options between brackets, marked as [1] and [2]. You need to choose the correct option and indicate the relevant number (either [1] or [2]) on your mark reading sheet. In other words, your answer might look like this: 1.1 [2]. This exercise is based on Section A.

Please study **Text 1** on page 95 of your Study Guide. Most of the questions are based on this text.

1. Text 1 is written in human language. The application of written human language in Text 1 consists of verbal elements.

[1] true

[2] false

2. Text 1 contains no visual illustrations.

- [1] true
- [2] false

3. A combination of moving and static images, sound and written language in order to convey a message is better known as 'multimedia'.

- [1] true
- [2] false

4. 'Our pavements – a mess!!!' in Text 1 is an example of an appellative message.

- [1] true
- [2] false

5. The useful telephone numbers in Text1 is typical of the referential message.

- [1] true
- [2] false

6. When there is a logical and comprehensible structure to a text, we refer to it as coherence. Text 1 is a coherent text.

- [1] true
- [2] false

7. When writing a text, it is important to pay attention to the choice of words. Using sexist and racist wording is better known as biased language. Text 1 is not guilty of biased language.

- [1] true
- [2] false

8. A text's degree of difficulty is determined by its audience. Text 1's audience is typically that of a home owners association.

- [1] true
- [2] false

9. When a text is considered to be dense, it contains too many facts. This is not the case of Text 1.

- [1] true
- [2] false

10. Every text is written within language that is appropriate to its situation and this language style is referred to as register. The register of Text 1 is informal.

- [1] true
- [2] false

11. Distributing a message by means of spoken language qualifies as medium. In Text 1, English writing serves as the medium of this news letter.
- [1] true
[2] false
12. Communicating a message by means of a news letter qualifies as channel.
- [1] true
[2] false
13. When readers decide to read a text, they pursue certain reading goals in order to gain information from that text.
- [1] true
[2] false
14. Writers should always be attuned to the target audience of a text and one way of being attuned is to be aware of the demographics of said audience. The demographics of Text 1's audience is typically people who live in an informal settlement.
- [1] true
[2] false
15. When a writer tries to hide his/her bad qualities or lack of knowledge, we refer to it as façade behaviour. Text 1 contains no real façade behaviour.
- [1] true
[2] false
16. Sometimes an author will include an appellative message that isn't immediately distinguishable. This is known as indirect appeal. Text 1 contains both direct and indirect appeal.
- [1] true
[2] false
17. Numerical information is best represented by using a table. The useful telephone numbers in Text 1 is organised in a table, which doesn't contain visible grid lines.
- [1] true
[2] false
18. When communicating numerical data, the use of percentages helps to elucidate numbers. However, percentages can also be used to mislead readers. One way of doing that is by omitting the basis of comparison.
- [1] true
[2] false

19. When the written content of a text has a more dominant role than the accompanying illustration, a supplementary relationship is present.

[1] true

[2] false

20. When an illustration helps to create an atmosphere for the written content of an accompanying text by predicting relevant themes, a stage-setting relationship is present.

[1] true

[2] false

[20]

SEMESTER 2

ASSIGNMENT 02

Each subsection has a responsible lecturer. Please see myUnisa for their contact details.

Closing date: 19 September 2018

Unique number: 765668

Enquiries:

Responsible lecturer for your chosen sections.

Tel.: 012 429 6308 (Secretary)

Study material:

The assignment focuses on sections B, C, D and E of the study guide. You need to answer ANY TWO sections: B, C, D or E.

Format:

We prefer that you type your assignment and place it in PDF format before you submit via myUnisa. PLEASE DO NOT SUBMIT THESE SECTIONS SEPERATELY!

PLEASE NOTE: you may never base a writing task on your own notes unless we explicitly give you instructions or permission to do so. Always use the notes we give you.

SECTION B: WRITING FOR NEWSPAPERS

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. 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.	A. The "Wall Street Journal" form
2. What is characteristic of an article with this form is that any story is approached from the	B. The colour story

angle of how an individual, as a representative of a larger group, may be affected by an event. In the lead/introductory paragraph the focus is therefore on an individual and how he/she is affected by a particular matter before the journalist proceeds to discussing the matter in general.	
3. This is an article in which personalities, places (cities) or a fashion craze is reported on.	C. The profile
4. The main aim of this type of article is to give the reader a feeling of the circumstances (physically, emotionally, etc.) surrounding a specific event.	D. The background story
5. Here a number of questions (which are aimed at unfolding the theme in all its facets for the reader) are put to the interviewee. The questions are planned in such a way that the person will reveal as much as possible in his/her answers about his/her views on the subject. Interviews of this nature can be about any topic.	E. The theme oriented interview

QUESTION 2

Answer the following questions:

- 2.1 Name the two different formats that newspapers can appear in. (2)
- 2.2 In a newspaper article, the lead usually summarises the most important aspects of the event that is reported on in the article. Name two types of leads discussed in your study guide. (2)
- 2.3 Explain in your own words what a soft lead is. (2)
- 2.4 When would you typically use a quotation as a soft lead? (1)
- 2.5 The hourglass structure has three main parts. Name all three. (3)
- 2.6 Explain what a background story is and give an example of when it would typically be used. (3)
- 2.7 "The Profile" is one of many different types of newspaper articles. What is typically reported on in a profile? (1)
- 2.8 What is the main aim of the personality profile? (1)

QUESTION 3

Write an article

(15)

Use the reporter's notes and write an article on the first black African woman to summit the world's highest peak. You have to make use of a soft lead and the hourglass structure.

Study the soft lead and the hourglass structure on p.174 (and further on) in your study guide before you start to plan and write your article.

Reporter's Notes

- Lesedi Mkhize becomes first black African woman to summit the world's highest peak.
- Matriculated from Pretoria Girls' High.
- Failed to summit twice before.
- "Peace. That is what I find in the mountains."
- Mount Everest.
- 31 years old.

- “It was the third time lucky.”
- Grew up in Mamelodi.
- Took a lot of grit to come back for a third time.
- Started rock climbing at the University of Pretoria at the age of seven.
- Loves the outdoors.
- Plans to climb the seven highest summits on seven continents.

Pay attention to the assessment criteria:

Assessment Criteria		Marks (15)
1	Format and structure: An appropriate head must be provided. The date and the name of the journalist should appear on/in your article. Paragraphs are important.	5
2	Content: Use the reporter’s notes. Your article must have a soft lead and you have to use the hourglass structure.	5
3	Language: Your language, punctuation and spelling should be perfect.	5
TOTAL		15

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

QUESTION 4

Write a background story

(15)

South Africa’s favourite radio station, Mzansi FM, has recently appointed a new host for their popular breakfast show. You have been tasked to write a background story on Jason Boezak, the brand new voice on ‘Mzansi Breakfast’. Use the reporter’s notes.

Remember to have a look at the section on the background story in your study guide (p.206 – 209) before you start to write.

Reporter’s Notes

- Studied B.Com Accounting at the University of the Free State.
- Took campus tour in 1st year.
- Saw small campus radio station.
- From Kimberly, Northern Cape.
- Hobbies: Cycling (completed the Cape Argus seven times); and collecting Chinese porcelain.
- Auditioned at campus radio.
- First real job – graveyard shift on Southern Cape FM.
- Started as a radio DJ in first year at University.
- 28 years old.
- Completed his B.Com degree but is lost to the accounting world.
- Moved to Gauteng a year ago.

Pay attention to the assessment criteria:

Assessment Criteria		Marks (15)
1	Format and structure: An appropriate head must be provided. Paragraphs are important.	5
2	Content: Use the reporter’s notes. Do not simply copy and paste these notes. You have to write in full sentences.	5
3	Language: Your language, punctuation and spelling should be perfect.	5
TOTAL		15

LENGTH: Your background story may not be longer than one page.

[50]

SECTION C: WRITING FOR BROADCASTING

QUESTION 1

Multiple choice questions. Only write the question number and the answer, for example: 1.1 a. Each question has only one correct answer. (10)

1.1 What are the two types of radio listeners identified by Albarran and Pitts (2001)?

- (a) Present listeners and Scanner listeners.
- (b) Good listeners and Bad listeners.
- (c) Preset listeners and Scanner listeners.

1.2 What is the definition of a news report or news segment?

- (a) It is the playing / showing of video footage while the newsreader presents the story.
- (b) It is a specific news story or news item with a particular theme.
- (c) It is a list of all the stories in the news bulletin.

1.3 In which of the following stories is the numbers correct for broadcast news?

- (a) The business spent around R 18000.
- (b) The business spent R 17998.
- (c) The business spent around R 17998.

1.4 In which of the following sentences is the attribution correct?

- (a) A child (5) was killed during a robbery in Pretoria this morning.
- (b) A five-year-old child was killed during a robbery in Pretoria this morning.
- (c) A child was killed during a robbery in Pretoria this morning. The child was five years old.

1.5 Which one of the following options is correct?

The ... does not actually contribute to the facts of the story and can easily be omitted.

- (a) "wrap"
- (b) copy story
- (c) soft lead

1.6 Which of the following statements are **TRUE**?

- (a) In TV news reports, the first part of the report consists of the reporter's story.
- (b) The lead-in is an exact repetition of the first sentence of the reporter's story.
- (c) The lead-in is the anchor's / newsreader's introduction to a reporter's story.

1.7 The personality interview...

- (a) is common in soft news programmes.
- (b) is the most common form of interviewing.
- (c) is usually topic-orientated.

1.8 Which one of the following statements is **FALSE**?

- (a) To build variety into talk shows is difficult.
- (b) The guests determine the pacing of the talk show.
- (c) The scope of the programme should be spelt out clearly: the audience has a right to know what the subject of discussion will be.

- 1.9 Keep the questions in a talk show...
- (a) long and complicated.
 - (b) short and complicated.
 - (c) short and simple.
- 1.10 Hosting/presenting a panel discussion differs from an interview because...
- (a) an interview usually has more than two participants.
 - (b) the role of the presenter is less prominent in panel discussions.
 - (c) a panel discussion does not include various viewpoints.

QUESTION 2

- 2.1 What does the term **sound bites** refer to? (2)
- 2.2 Name two ways in which a text written for broadcasting can be kept **concise, clear and simple**. (2)
- 2.3 Why is the **active voice** used in the writing of broadcasting news? (2)
- 2.4 One of the **communicative purposes** of a talk show is the persuasive purpose. Name the other two communicative purposes. (2)
- 2.5 What does a **semi-scripted outline** for a talk show refer to? (2)

QUESTION 3

- 3.1 Rewrite the following paragraph so it is suitable for broadcast news. (5)
- Joe Maswanganyi (Minister of Transport) says the terrible strikes in the transport industry costs the country R 99765 a month.
- 3.2 Pretend that you are the host of a talk show. This talk show is an opinion programme (p. 322). Use the following information to write a short programme opening as well as **two** interview questions **and follow up questions**: (5)

Programme: SA Focus

Guest: Mr. Henk du Toit (Dietician)

[You have to introduce the guests to the audience]

Topic: Eating disorders among teenagers.

**** You can use the example on p. 335 - 336 of the guide (TEXT 4) to assist you. Remember that you can do your own research to gather information for the writing of the questions. Keep the program opening short. Write *two* possible questions *and a follow up question for each*. This means you must have two possible questions and two follow up questions. This exercise is not a complete interview. You must not provide a program closing.**

QUESTION 4

Write a TV news story of about 60 seconds (about 180 words). Use the notes of the reporter below. Add a sound bite to your story. Make sure that the intro to the sound bite is done correctly. Indicate which part of your story is the lead-in, the reporter’s story, the sound bite and the conclusion. (20)

Remember:

1. There are style guidelines that this story should adhere to.
2. You must not add all the technical details indicated in the study guide.
3. You can add information to your story that you see as relevant.

Notes of a reporter:

- Motor vehicle accident in Cape Town
- Buitengracht street
- 14 people injured
- 5 people died
- This morning – 06:30
- Three cars and one bus
- One of the deceased is a three-year-old child
- ER24 was first on scene
- Danie Cronje of ER24 told about the scene
- Cronje's words: "It was like something from a movie. Bodies and people scattered over the road. I have never seen anything like this."
- Police spokesperson, Johannes Kgame, says a drunk driver in one of the cars possibly caused the accident.
- The driver survived
- The driver will appear in court tomorrow
- Case: culpable homicide
- The road is still closed
- Motorists are urged to use alternative routes.

Assessment criteria	
Lead-in (At least 4 'w-questions' have to be answered)	4
Logical structure of the content	5
Correct intro of sound bite and inclusion of proper sound bite.	4
Use of headings	2
Language use	5
TOTAL	20

[50]

SECTION D: WRITING FOR THE INTERNET AND THE WEB

QUESTION 1

- 1.1 Describe two functions of an illustration. How could you use an illustration in a text meant for the internet? You may refer to Section A. (3)
- 1.2 Read the following email and answer the questions below:

From : cmburns@gmail.com
To : frink@springu.ac.za
Cc : lennox@gmail.com, carlc@yahoo.com
Bcc :
Subject : Enquiry SCI2402

Dear lecture

I am 30522696. I take SCI2402. i'm struggling with thermodynamix ☹

I want to see you, so you can explain the work to me.

Thanks

Charles

- 1.2.1 Name two Netiquette rules that have not been adhered to. (2)
- 1.2.2 What must be included in the signature? (3)
- 1.2.3 Is the register of the email apt in this context? Motivate your answer. You may refer to Section A. (5)
- 1.3 Email isn't 100% safe. Name something that could happen that makes email unsafe. (1)
- 1.4 Give two ways in which you can ease navigation on a webpage. (2)
- 1.5 Explain what Redish means when she says that the web user is a hunter-gatherer. (2)
- 1.6 Why is it important to stick to the topic and to categorise information? Illustrate the importance thereof with an example. (2)

QUESTION 2

You are a member of a successful film club. It is your responsibility to organize guest speakers for every second meeting. The theme of the next meeting is 'zombies'. Write an email to Dr Victor van Helsing, a film expert at the University of Mzansi, and request him to come and talk to your club. Pay close attention to your register and keep in mind that even though this is an invitation, you need to provide the

film scholar with the necessary detail on your club. Also, remember typical aspects of email: subject, signature, content.

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

QUESTION 3

Write an online news report using the reporter's notes below. Indicate with footnotes how you used the design guidelines in the report. The report must not be longer than one page.

Reporter's notes – 13/08/2016

Trevor Noah brings new act to SA – “States in a state!”

“President Trump basically wrote my act for me. Many comparisons are given between American and South African politics, but the main focus is Trump's actions,” Noah.

New show written because of new political situation in the US.

Noah works in New York – host of “The Daily Show”.

Trump apparently a fantastic source of comedy.

South Africa is Noah's final destination on his world wide tour.

Performances will take place in Cape Town, Durban and Johannesburg.

Already lots of interest, according to Computicket

Noah will holiday in SA after the tour.

Criteria	Mark (20)
Heading	2
Date and time	2
Lead	2
Inverted pyramid structure	4
Format of online report	2
Style	2
Reader interaction	1
Use of design guide lines	5

[50]

SECTION E: WRITING FOR PUBLIC RELATIONS AND MARKETING

QUESTION 1

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)

- 1.1 Say you have improved your product...
- 1.2 Address the reader as one of a group...
- 1.3 Make an invitation...
- 1.4 Give news...
- 1.5 Surprise, shock or startle the reader.

QUESTION 2

Study Text 2 on page 444 of the Study Guide. Analyse the text and complete its construction plan here below. For an example of this, please see pages 446-447 in your Study Guide. (10)

Text/Section	AIDCA element	Text question	Function	Short example from text

QUESTION 3

Study the format characteristics of news releases on page 421 of the Study Guide. Which 5 characteristics should definitely be present if you were to write a crisis news release? Motive your choice. (10)

QUESTION 4

South African Breweries (SAB Miller) has merged with the American company, Anheuser-Busch. Now, as the world's largest brewing company, Newbelco will trade on the Johannesburg Stock Exchange. You work for a brokerage firm that is tasked with announcing the merger and the subsequent decisions. You need to write a financial release in which you (1) announce the merger, (2) inform shareholders that SAB Miller will cease to trade on the JSE, but that Newbelco will trade in its place, (3) inform shareholders that Newbelco will only start trading in 4 years' time, but that dividends will still pay out annually. (20)

You are not allowed to simply repeat our notes word-for-word. You need to write the financial release in the same register and style as you would find in a publication like *Financial Weekly* or *Business Times*. Remember to apply the inverted pyramid structure.

Use the following assessment criteria to guide you.

Assessment criteria for Question 4	Marks (20)
1. Format of release	5
2. Application of inverted pyramid structure	5
3. Content	5
4. Language	5
Total:	20

[50]

TOTAL OF TWO SECTIONS: [100]

SEMESTER 2

ASSIGNMENT 03

(EXAMINATION PORTFOLIO)

Please take note:

This module no longer has a venue based examination. This means that you are no longer required to write an exam paper at an exam venue. Instead of an exam paper, you must submit this portfolio for assessment.

Each subsection has a responsible lecturer. Please see myUnisa for their contact details.

Closing date: 24 October 2018

Unique number: 571568

Enquiries:

Responsible lecturer for your chosen sections.

Tel.: 012 429 6308 (Secretary)

Study material:

The portfolio focuses on sections B, C, D and E of the study guide. You need to choose ONLY ONE section: B, C, D or E.

Format:

We prefer that you type your assignment and place it in PDF format before you submit via myUnisa.

Mark allocation:

100 marks

PLEASE NOTE: you may never base a writing task on your own notes unless we explicitly give you instructions or permission to do so. Always use the notes we give you.

SECTION B: WRITING FOR NEWSPAPERS

For this portfolio, you need to complete both Task 1 and Task 2. Submit them together in one document for assessment.

Task 1

Write an article

Use the reporter's notes and write an article on the South African student, Jaco Marais, who successfully campaigned for the creation of a bearded emoji. You have to make use of a soft lead and the hourglass structure.

Study the soft lead and the hourglass structure on p.174 (and further on) in your study guide before you start to plan and write your article.

Reporter's Notes

- Jaco Marais, 18 years old.
- Drew up a petition online.
- "I'm not represented."
- BA Student at the University of Cape Town.
- Apple agreed to create the emoji of a bearded man.
- "I just want an emoji that represents me. You know, one with a beard."
- Petition signed by thousands from around the world.
- "I'm relieved to hear that."

Pay attention to the following assessment criteria:

Assessment criteria for Task 1	Mark (50)
1. Format of newspaper article	10
2. Soft lead	10
3. Use of hourglass structure	10
4. Content	10
5. Language	10
TOTAL	50

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

Task 2

Write a profile

Miss South Africa, Refilwe Sedumedi, has just won the Miss World pageant. Write a profile on her to give all South Africans a bit more information about the country's loveliest lady. You have to write this profile as an article with quotations. You have to use the reporter's notes.

Remember to have a look at the section on the profile in your study guide (p.190 – 196) before you start to write. Here you will also read more about writing the profile as an article with quotations.

Reporter's notes

- Refilwe Sedumedi, 20 years old
- Miss South Africa
- Crowned as Miss World
- "I really didn't expect it."

- “It’s been a difficult year with the passing of my mother. I know she would be proud.”
- “I’m looking forward to the challenges that will come with the Miss World title. I’m also looking forward to seeing new places and meeting new people.”
- From Durban, KwaZulu Natal
- Matriculated from Durban Girls’ High School
- Excellent long distance athlete
- Represented South Africa at the Junior World Championships in the 1500m
- Chose modelling after she tore the ligaments in her right knee during a training session

Pay attention to the following assessment criteria:

Assessment criteria for Task 2	Mark (50)
1. Format of the profile	10
2. Written as an article with quotations	15
3. Content	15
4. Language	10
TOTAL	50

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

[100]

SECTION C: WRITING FOR BROADCASTING

For this portfolio, you need to complete both Task 1 and Task 2. Submit them together in one document for assessment.

Task 1:

Write a TV news story of about 60 seconds (about 180 words). Use the notes of the reporter below. Add a sound bite to your story. Make sure that the intro to the sound bite is done correctly. Indicate which part of your story is the lead-in, the reporter’s story, the sound bite and the conclusion.

PLEASE NOTE:

1. There are style guidelines that this story should adhere to.
2. You must not add all the technical details indicated in the study guide.
3. You can add information to your story that you see as relevant.

Notes of the reporter:

- Contaminated water kills 5 people
- 5 people died this week
- Autopsies confirm that the cause of death is contaminated water
- All the victims lived in the Umlazi settlement in Durban
- Samples of the water was analysed – the adenovirus was found in the water
- Symptoms include: conjunctivitis and fever
- Mr. Sello Nthabane (member of the community): “We are very worried about the water. It is killing our people. It is unfair that we have to live in fear.”
- Representative of the Department of Water and Sanitation, Karabo Mokonyane, says they are doing everything in their power to ensure that the water is safe to drink.
- It is suspected that the contaminated water originated from a water source outside of the

settlement. It is spread through the pipes in the settlement

- Water is now being transported to the community from other sources
- The residents of Umlazi are threatening to strike if the problem is not resolved soon.
- The Department of Water and Sanitation is busy with an investigation to determine when the virus started to spread and to locate the source of the contaminated water.

Assessment criteria for Task 1	
1. Lead-in	10
2. Format	10
3. Content	10
4. Inverted pyramid structure	10
5. Language	10
Total:	50

Task 2:

You are the host of a talk show. Prepare for an **opinion interview**. [1] Indicate what you will say in the programme opening and the program closing. Remember that the programme opening and closing should not be too long, but it must include the most important information. [2] Also work out ten (10) questions that you can ask during the interview. [3] Include a possible follow-up question for each of the ten questions.

PLEASE NOTE: You must NOT add the guest's possible responses to your questions. You have to do research about the topic in order to write meaningful questions.

Use the following notes to guide you:

Programme: Let's Talk

Guests: Mike Jenkins (graffiti artists), Mr. Sam Johnson (lecturer at the University of Pretoria)

Talking point: Graffiti: is it art or vandalism?

Assessment criteria for Task 2	
1. Programme opening	10
2. Questions	10
3. Follow-up questions	10
4. Programme closing	10
5. Language	10
Total:	50

[100]

SECTION D: WRITING FOR THE INTERNET AND THE WEB

For this portfolio, you need to complete both Task 1 and Task 2. Submit them together in one document for assessment.

Task 1

Use the reporter’s notes below, add to it and write an online report. Complete the planning matrix to aid you with your planning and include it in your portfolio. Remember that your article should look the part; pay close attention to format and the inverted pyramid structure.

Reporter’s notes – 25/09/2016

Durban – police have seized approximately 250 animals from Australia.

‘The animals were transported here under terrible conditions. The birds didn’t have enough food or water; the reptiles weren’t in separate boxes,’ Sifiso Mncube, SAPD.

Sharon Meiring: ‘Many of these birds are bred in SA for the pet trade. I don’t understand why they’re still being smuggled in.’

Meiring, local vet, will care for the animals till they can be sent back to Australia.

Animals probably destined for the illegal trade in exotic animals.

Police dogs identified goods as suspicious.

Meiring said it’s difficult to breed with wild reptiles, especially if they’ve been in a bad environment for a long period.

Mncube said various endangered species were found. You’re not allowed to buy or sell these animals. Attractive in the black market.

Planing matrix	
What is the main news?	
Which facts are less important?	
Important guidelines to remember regarding the writing and layout of an online report.	

Assessment criteria for Task 1	Mark (50)
1. Planning matrix	10
2. Format	10
3. Content	10
4. Inverted pyramid structure	10
5. Language, tone and presentation	10
Total	50

Task 2

Write an email to the management of Palm Bridge Lodge to thank them for the excellent service you received during your holiday. Remember your email must still be written in a formal style. Name three services you received that stood out above the rest. Use the planning matrix and include it in your portfolio.

Subject line	
Content of email	
Signature	

Assessment criteria for Task 2	Mark (50)
1. Planning matrix	10
2. Format	10
3. Content	10
4. Register and being attuned to the target audience	10
5. Language, tone and presentation	10
Total	50

[100]

SECTION E: WRITING FOR PUBLIC RELATIONS AND MARKETING

For this portfolio, you need to complete both Task 1 and Task 2. Submit them together in one document for assessment.

Task 1

You work for a small oil refinery next to the Letaba river in the Limpopo province. The refinery is owned by a Norwegian company based in Oslo. This company, called *Future Fuels*, operate refineries across the globe and pride themselves on refining fossil fuels in eco-friendly ways. Part of their mandate is to rehabilitate the surroundings of each of their refineries. However, on the 6th of September 2018, a systems malfunction caused an oil spill. The equivalent of 16 barrels of oil has washed into the Letaba river just below the Tzaneen dam and is now contaminating water in the direction of the Kruger National Park.

Instructions:

You are the publicity officer for *Future Fuels* and need to write a bad news release in which you inform the public of the incident. Your release needs to warn communities settled next to this stretch of the Letaba river not to use the water for household purposes or irrigation until the oil has been removed. The public should also refrain from fishing.

You may add any additional information which you find applicable. Please pay close attention to the format of your release as well as the register and information density. Keep in mind that most people living in the affected area have limited schooling. Also remember to apply the inverted pyramid structure. Please use the assessment criteria below to guide you.

Assessment criteria for Task 1	Marks (50)
1. Format of press release	10
2. Application of inverted pyramid structure	10
3. Content	10
4. Register and information density	10
5. Language	10

Task 2

You still work for *Future Fuels* based in Norway and the oil spill into the Letaba river still applies. As can be imagined, different parties involved in nature conservation in South Africa as well as the Limpopo and Mpumalanga governments are very upset about the spill and call for the oil refinery to be closed down and for *Future Fuels* to pay for damages. Furthermore, newspaper reports and social media are putting the Norwegian company in a very bad light.

Instructions:

Write a comment release in which the company responds to the crisis at hand. In this release, you need to remind all parties that *Future Fuels* regrets the oil spill and is committed to conservation and rehabilitation. Remind parties of the good work they have already done in the past and give a layout of what they intend on doing now and in the long run to solve this problem.

You may add any additional information which you find necessary. Please pay close attention to the format of your release as well as the register and information density. Keep in mind that your audience

includes both the wider public as well as government and nature conservation initiatives. Also, remember to apply the inverted pyramid structure. Please use the assessment criteria below to guide you.

Assessment criteria for Task 2	Marks (50)
1. Format of press release	10
2. Application of inverted pyramid structure	10
3. Content	10
4. Register and being attuned to the reader	10
5. Language	10

[100]

8.7 Other assessment methods

None.

8.8 The examination

The examination of this module will take the form of a **portfolio examination (Assignment 03)** which will contribute 55% to your final mark. This means that you need to complete Assignment 03 (the examination portfolio) on or before the closing date and send it to the Assignment Section via myUnisa.

We do not recommend that you use the South African Post Office or a similar service provider to submit your portfolio. It may get lost. **Please note that if you choose a different submission option to myUnisa, it is your responsibility to provide us with sufficient proof that you have submitted your portfolio for assessment in the event that your portfolio has gone missing or undelivered.**

Assignment 03 (exam portfolio) is the final assessment of your work for your final mark, therefore **NO EXTENSIONS WILL BE GIVEN FOR IT.**

Admission to the exam

To be permitted to submit the examination portfolio (Assignment 03), you need to submit at least one assignment on or before its due date.

Semester mark

By submitting your assignments you can build up a good semester mark. Your first two assignments contribute 45% of your semester mark, whereas your examination portfolio will make up the remaining 55%.

It is therefore in your own interest to submit Assignments 01 and 02 to earn a very good semester mark.

Supplementary Exam

The supplementary exam will take place during the next examination opportunity, either May or October. It will also take the form of a portfolio examination and should be submitted as an assignment to the Assignment Section on or before the due date. Once you receive notification from the university confirming your supplementary examination, you should visit the myUnisa page for TEX2601 on a regular basis to see any announcements placed. Also, view your myLife account on a regular basis, in case we communicate with you regarding your supplementary portfolio.

9 FREQUENTLY ASKED QUESTIONS

9.1 Administrative Questions

9.1.1 Where can I find important telephone numbers if I have enquiries about (e.g.) administration, study material or the exam time-table?

Important telephone numbers are listed in Tutorial Letter 101. You can also consult the brochure *Studies @Unisa* or the University's website.

9.2 Discussion Classes

No discussion classes will be held for this module, but you are welcome to contact the lecturers should you have any subject-related enquiries about the module.

9.3 Prescribed and recommended reading

9.3.1 Is there any prescribed reading for this module?

There is no prescribed book for this module. Only your study guide *TEX2601: Writing skills for the communication industry* is compulsory reading.

9.3.2 Are there any recommended books?

There are no recommended books for this module.

9.4 Module Content

9.4.1 Where do I start?

Start by reading the Tutorial Letter 101. This letter contains information about all aspects of the module such as assignments, the examination and administrative matters.

9.4.2 Which part of the work is the most important?

The *Only study guide for TEX2601* contains five main sections, each consisting of a number of study units:

- Section A: General writing skills (Compulsory)
- Section B: Writing for the newspaper (Optional)
- Section C: Writing for broadcasting (Optional)
- Section D: Writing for the Internet and the Web (Optional)
- Section E: Writing texts for PR and marketing (Optional)

Assignment 01 focuses on Section A.

Assignment 02 focuses on sections B, C, D and E. To answer Assignment 02 you need to select ANY TWO sections: B, C, D or E.

For the exam you need to submit Assignment 03 (Examination Portfolio). To answer Assignment 03, you need to select ONE of the sections B, C, D or E and complete the writing task.

9.4.3 How many assignments should I submit for this module?

Three. The last assignment is a substitute for a venue based exam.

9.4.4 Are the assignments compulsory?

You need to submit at least **ONE** assignment (either Assignment 01 or Assignment 02) to be permitted to submit Assignment 03. To earn a good semester mark it is important to submit both Assignment 01 and 02. The assignments are also designed as essential preparation for the Assignment 03, the Examination Portfolio.

9.5 Examination

9.5.1 Am I allowed to use a dictionary in the exam?

You may use any sources to complete Assignment 03. Remember that you need to cite the sources that you use in a list of references. You also need to include a plagiarism declaration in Assignment 03.

9.5.2 How will my final mark be calculated?

Assignment 01 and 02 contribute 45% to your final mark.
Your Examination Portfolio (Assignment 03) makes up the remaining 55%.

9.5.3 Is there a subminimum requirement for the exam?

Yes. The subminimum for the Examination Portfolio is 40%. If you earn less than 40% for your portfolio examination, you will fail.

10 SOURCES CONSULTED

None.

11 IN CLOSING

We hope you find this module enriching and stimulating.

12 ADDENDUM

Addendum 1: HOUSE RULES FOR TEX2601

The following rules will apply for the module TEX2601. Please make sure that you keep to these rules, because they will prevent unnecessary problems. **These rules are in addition to the 101 Tutorial Letter.**

- 1) Use your **myLife email account**. This is the official email address which UNISA will use to communicate with you. When we send you **important** announcements for TEX2601, it will be sent to this address. We do not accept excuses such as “I did not know” or “I do not have access to my UNISA email address”. It remains your responsibility to check your myLife account on a regular basis.
- 2) Due dates for assignments and exam portfolios are **final** and **non-negotiable**. You will not be allowed to submit an assignment or an exam portfolio **after the due date**. In the event that you know that you will miss the due date because of personal circumstances, you need to inform your lecturer **BEFORE** the due date in order to discuss possibilities.
- 3) Submit all assignments and portfolios **electronically** through myUnisa. The postal system and assignment boxes are not reliable. If you decide to use the postal service or the assignment boxes, you do this at your **own risk**. Remember, we cannot mark what we don't receive.
- 4) Those of you who want to take the risk and submit your assignments and portfolios by post or assignment boxes must remember that the assignment must reach us before the due date. If the assignment reaches us more than 7 days after the due date, **it will be sent back, unmarked**. It is in your own interest to submit electronically.

- 5) When you submit an assignment or exam portfolio, you need to save **proof of submission**. Once your submission has been successful, you will receive a myUnisa notification to that effect. If there is a technical problem and you do not receive the proof/notification of submission, then you need to take a **screen shot** of the assignment page that says that your assignment has been processed by the system. Save the screen shot. We will not accept excuses that the system did not upload your assignment without the necessary proof. **Please keep in mind that we can trace all your myUnisa activities and see when you were active on the TEX2601 page.**
- 6) Visit myUnisa to see what announcements have been uploaded. If you do not take note of the important information we communicate, then you only have **yourself to blame** when you make mistakes that we have warned you about.
- 7) If you have any problems with your assignment, especially concerning marks, please contact us **as soon as possible** in order to assist you in time. It is **very difficult** to correct a mistake or to adjust marks once the assessment of the exam portfolio has begun; it will take a lot of time and effort and there are **no guarantees** that we can make the necessary amendments in due course.
- 8) **TO SUMMARISE: (1) use your myLife account, (2) submit assignments and portfolios electronically, (3) stick to due dates, (4) save proof of submission, (5) check myUnisa regularly, and (6) inform us timeously of any mistakes regarding your assignment mark.**

Remember that the TEX2601 team is here to assist you with any **academic** queries. Feel free to contact them for help and support when you are uncertain or struggle with the course content.

Addendum 2: PLAGIARISM DECLARATION

Plagiarism

Plagiarism involves taking someone else's work, ideas or words and passing it off as your own. This includes copying a fellow student's work, or copying (without acknowledgement) excerpts from any book (including prescribed or recommended books), the internet or any other written source or publication. **This includes the content of your study guide!** Where plagiarism is proven, an assignment will not receive any marks.

At registration each student receives *The Disciplinary Code for Students* (2004). You are advised to study this document thoroughly, especially section 2.1.3 and 2.1.4 (2004:3-4). Also study the university's *Policy on Copyright Infringement and Plagiarism* very carefully, as plagiarism is a very serious transgression which can have severe consequences.

With the second assignment, we include a form with a declaration in which you should confirm that your assignment contains only your own work. **This declaration should be completed and attached to your assignment.** Failure to do so will result in non-acceptance of your assignment. If the assignment is submitted via *myUnisa*, your name must appear where your signature is required and the form must accompany the assignment.

Please, do not submit the declaration form separate from your assignment.

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DECLARATION AND CHECKLIST

Complete the following declaration and checklist.

DECLARATION

Name:

Student number:

Module code:

Assignment number:

I declare that this assignment is my own, original work. Where I have used source material, it is acknowledged in accordance with departmental requirements. I understand what plagiarism is and I am aware of the departmental policy on it.

Signature:

Date:

CHECK LIST

Please tick the appropriate box (✓).

		YES	NO
1	I acknowledged all source material (study guide, tutorial letter, internet, other sources) used in my assignment.		
2	Irrespective of whether I participated in a study group or not, the wording of the assignment is my own.		
3	I indicated all sources used in my assignment by placing the quote in inverted commas and/or by providing the reference according to the Harvard method.		
4	At the end of my assignment, there is a bibliography reflecting all the consulted sources.		