



**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**FACULTY OF INFORMATION AND COMMUNICATION SCIENCE**  
**DEPARTMENT OF JOURNALISM AND MEDIA STUDIES**  
**MASTER OF SCIENCE IN JOURNALISM AND MEDIA STUDIES**  
**CORPORATE COMMUNICATION**  
**IJM 5104**

**Main Examination paper**

**December 2024**

This examination paper consists of 3 pages

**Time Allowed:** 3 hours  
**Total Marks:** 100  
**Special Requirements:** None  
**Examiner's Name:** Prof Lungile A. Tshuma  
**External Examiner:** Dr C.M. Lunga

**INSTRUCTIONS**

1. **Section A** is compulsory
2. Answer **any TWO** questions in **Section B**.
3. Start each answer on a new page.
4. Poor spelling and grammar will be penalised.

**MARK ALLOCATION**

<b>QUESTION</b>	<b>MARKS</b>
<b>1.</b>	<b>60</b>
<b>2.</b>	<b>40</b>
<b>3.</b>	<b>40</b>
<b>4.</b>	<b>40</b>

## SECTION A

### QUESTION 1

Read **Annexure A** and the answer the questions that follow:

- a) Justify why the given scenario constitute a corporate crisis **(5 marks)**
- b) Given that you were hired as a corporate communications expert, discuss key measures that you would use to address the given corporate crisis. **(35 marks)**
- c) What are the possible legal and ethical considerations in crafting a corporate crisis communication strategy? **(20 marks)**

**TOTAL**

**[60 Marks]**

## SECTION B

### QUESTION 2

With aid of examples drawn from organisations in Africa, explore how Artificial Intelligence (AI) has reconfigured the field of corporate communication. **[40 Marks]**

### QUESTION 3

Critique the relevance of the Excellency Theory in the contemporary world of corporate communication. **[40 Marks]**

### QUESTION 4

With the aid of examples, discuss the arguments for and against decolonising corporate communication in the Global South. **[40 Marks]**

## Annexure A

### H&M stores in South Africa trashed by protesters after 'racist' ad

Johannesburg police forced to clear demonstrators angered by advertisement of black child with inscription 'coolest monkey in the jungle'

South African police have cleared protesters who were trashing outlets of Swedish clothing giant H&M in Johannesburg over a controversial advertisement of a black child.

A photo on the company's online website of a black boy wearing a green hoodie with the inscription "coolest monkey in the jungle" had triggered outrage on social media and among observers worldwide.

The company has pulled the photograph but the Economic Freedom Fighters (EFF) – a radical group set up by the expelled head of the youth wing of the ruling African National Congress – organised protests at several H&M outlets in and around Johannesburg. There were also protests outside a store in Cape Town.

Video footage showed activists trashing displays, kicking over and pulling down clothes rails and pushing over mannequins.

"Several incidents of protests at H&M stores around the province have been reported," South African police said in a tweet.

"At the East Rand mall the protesters managed to enter the shop & stole several items. SAPS members had to intervene and dispersed the group of protesters by firing rubber bullets."

Floyd Shivambu from EFF said: "That @hm nonsense of a clothing store is now facing consequences for its racism. All rational people should agree that the store should not be allowed to continue operating in South Africa."

H&M South Africa did not respond to a request for comment, but its local website carried an apology for the advertisement. "Our position is simple, we have got this wrong and we are deeply sorry," the apology read.

H&M is not the only major company to be hit by an advertisement scandal in recent years. Spanish clothing brand Zara in 2014 removed striped pyjamas with a yellow star after facing outrage over its resemblance to clothes worn by Jewish prisoners in concentration camps.

And in October last year, personal care brand Dove apologised after it was accused of racism for airing a commercial showing a black woman turning into a white woman after removing her top.

Source: *The Guardian*: <https://www.theguardian.com/world/2018/jan/14/hm-stores-in-south-africa-trashed-by-protesters-after-racist-ad>