ORGANISATIONAL COMMUNICATION

DPR1502-22-|S1 Assignment 01

Technical quality requirements

The Assignment should have a cover page, a declaration page, table of contents, introduction, body (assignment content), conclusion, references in the text and list of sources consulted. There are marks for technical quality.

This assignment consists of two sections, A and B. Both sections are based on lessons 1 and 2 and are all compulsory.

Section A

Goris (2007) defines an organisation as a social system consisting of different people that are bound together by communication. Therefore, it can be argued that without communication, an organisation would be a group of individuals pulling in different directions. Accordingly, communication unites individuals in a collective effort to achieve common goals.

As a PR practitioner of the company, you are tasked to draft a brief description of your organisation. The description must include the following:

1.The name of the organisation (come up with a fictitious organisation of your choice) [1 mark]

2. List the objectives of your organisation [3 marks]

3.The type of organisation, whether it is a profit or non-profit organisation [1 mark]

4. You have been tasked to lead the coordinating team for your organisation in its renewal program. Identify and explain the Six basic coordinating mechanisms you will use to coordinate your renewal program. [15 Marks]

Total marks for section 1 [20 marks]

Open Rubric

Section B

1. Distinguish between corporate communication and public relations [5 marks].

2. You are the head of communication at BeQuest SA. The communication budget has been reduced. Motivate to the head of the secretariat at the organisation why more resources should be allocated for communication [10 marks].

3. Hecht (1978) defines communication satisfaction as an enjoyable socio-economic feeling derived from interacting or communicating. According to Downs and Hazen (1977), there are eight dimensions of communication satisfaction.

   Name and explain these dimensions of communication satisfaction. [12 marks].

4. Technical care:

Introduction, conclusion and reference list	**1 mark**
Correct font size, type and spacing	**0.5 mark**
Contents page	**0.5 mark**
Signed declaration	**0.5 mark**
In-text references	**0.5 mark**

B [30 marks]

Total marks [50 marks]

The Assignment must be submitted on myUnisa on or before the submission deadline (NO EMAIL SUBMISSIONS).