



**ASSIGNMENT 1<sup>ST</sup> SEMESTER : ACADEMIC LITERACY 1 (AL101)**

**CHAPTERS COVERED : CHAPTERS 1, 3, 5, 6 & 7**

**DUE DATE : 3:00 p.m. 20 MARCH 2012**

**TOTAL MARKS : 100**

**INSTRUCTIONS TO CANDIDATES FOR COMPLETING AND SUBMITTING ASSIGNMENTS**

The complete 'Instructions to Students for Completing and Submitting Assignments' must be collected from any IMM GSM office, the relevant Student Support Centre or can be downloaded from the IMM GSM website. It is essential that the complete instructions be studied prior to commencing your assignment. The following points highlight only a few important notes.

1. You are required to submit ONE assignment per subject.
2. The assignment will contribute 20% towards the final examination mark, and the other 80% will be contributed by the examination, however, the examination papers will count out of 100%.
3. Although your assignment will contribute towards your final examination mark, you do not have to earn credits for admission to the examinations; you are automatically accepted on registering for the exam.
4. Number all the pages of your assignment (e.g. page 1 of 4) and write your name and surname, student number and subject at the top of **each** page.
5. The IMM GSM requires assignments to be presented in a typed format, on plain A4 paper. Unless otherwise specified, this assignment must be completed within a limit of 1500 words, excluding the bibliography. Students who exceed the word limit may find that only part of the submitted assignment will be marked.
6. A separate assignment cover, which is provided by the IMM GSM, must be attached to the front of each assignment.
7. Retain a copy of each assignment before submitting, in case the original does not reach the IMM GSM.
8. The assignment due date refers to the day up to which assignments will be accepted for marking purposes. The deadline is 3:00 p.m. on 20 March 2012. Late assignments will be accepted, but **25 marks** will be deducted from the maximum mark, if received after 3:00 p.m. on 20 March 2012 and up to 5:00 p.m. the following day, after which no assignments will be accepted.
9. If you fail to follow these instructions carefully, the IMM Graduate School of Marketing cannot accept responsibility for the return of the assignment. It may even result in your assignment not being marked.

Results will be available on the IMM GSM website, [www.immgsm.ac.za](http://www.immgsm.ac.za), on Friday, 4 May 2012.

**Answer ALL the questions**References are to the prescribed textbook: Beekman, L., Dube, C., and Underhill, J., 2011. Academic Literacy. 1<sup>st</sup> ed. Cape Town: Juta.**QUESTION 1 [20]**

NB: Use the IMM GSM Referencing and Plagiarism Guide to answer this section. If you did not receive this guide with your study material, please print it from the IMM GSM website [www.immgsm.ac.za](http://www.immgsm.ac.za)

- 1.1 List and explain the two types of references that should be included in all assignments and dissertations produced by IMM GSM students. **(2)**
- 1.2 Why should these references be included in assignments? **(1)**
- 1.3 List **five (5)** situations in which a student has to acknowledge his/her source. **(5)**
- 1.4 Rewrite the following passages to provide examples of the correct in-text referencing as well as to provide correct referencing in the reference list. It is very important that your answer is based on the official IMM GSM Referencing and Plagiarism Guide.
  - 1.4.1 On page 55 from Litha Beekman's book, Academic Literacy, it is stated that students struggle to acquire the skill of paraphrasing (**Note: this is the first reference to this source in the student's assignment.**) **(2)**
  - 1.4.2 In the Oxford Advanced Learner's Dictionary (p.106) the term 'prefix' is defined as a particle at the beginning of a word that changes the meaning of the root word. This dictionary was published 2001. **(2)**
- 1.5 Find an academic journal article (paper copy, not an online copy) that is based on empirical research and attach it to your assignment. Only attach a journal article where the following details are clearly indicated: Author(s), year of publication, a title, journal's name; month/season, date; volume; number and the pages.
  - 1.5.1 Indicate how you will do the in-text citation. **(1)**
  - 1.5.2 Indicate how you will refer to this journal article in your reference list. **(1)**
- 1.6 Find an academic journal article that is an online article. Attach this copy to your assignment and ensure that you only use an article where the following details are clearly indicated: author(s), year of publication, title of the article; journal's name, month/season, volume, number.
  - 1.6.1 Indicate how you will do the in-text citation of this article. **(1)**

- 1.6.2 Indicate how you will refer to this article in your reference list. (1)
- 1.7 Find a newspaper article, and attach it to your assignment. Ensure that the article has the following particulars: Author(s), year, title of the article, title of the newspaper, edition date and page.
- 1.7.1 Indicate how you will do the in-text citation of this article. (1)
- 1.7.2 Indicate how you will refer to this article in your reference list. (1)
- 1.8 Find any short article (not an academic journal article) on the Internet and attach it to your assignment.
- 1.8.1 Indicate how you will do the in-text citation of this article. (1)
- 1.8.2 Indicate how you will refer to this article in your reference list. (1)

## QUESTION 2 [20]

Your attitude to an assignment determines the approach you will apply when writing it. Write an essay of 300 words on the preferred approach that you will use to compile an assignment within the tertiary education sector.

- 2.1 Before you write the essay, identify the following:
- 2.1.1 The instruction word (1)
- 2.1.2 The focus of the question (1)
- 2.1.3 Identify the special conditions (1)
- 2.1.4 Identify the context (1)
- 2.2 Write an essay on the mentioned topic. (16)

## QUESTION 3 [20]

- 3.1 An academic journal article is usually based on a specific structure. Discuss the format that such an article usually follows. (12)
- 3.2 Discuss the knowledge, skills, attitudes and values students need to be successful in academic studies. (8)

## QUESTION 4 [20]

- 4.1 List the **ten (10)** steps of effective summarising. Do not copy these steps from the textbook but use paraphrasing (putting it into your own words without changing its meaning). (10)
- 4.2 Use the above **ten (10)** steps and summarise the passage in Annexure A. Do not quote from this passage, but use your own words. (10)

**QUESTION 5 [10]**

A well-written paragraph has a specific recommended structure.

5.1 Discuss this structure. (3)

5.2 Write a well-thought through paragraph on examination stress and anxiety, applying the recommended structure. (7)

**PRESENTATION [10]**

**ASSIGNMENT TOTAL: 100**

## ANNEXURE A

### Marketing vs. Advertising: What's the Difference?

By [Laura Lake](#), adapted from

<http://marketing.about.com/cs/advertising/a/marketvsad.htm> [date accessed, 15 Sept 2011]

You will often find that many people confuse marketing with advertising or vice versa. While both components are important they are very different. Knowing the difference and doing your market research can put your company on the path to substantial growth.

Let's start off by reviewing the formal definitions of each and then I'll go into the explanation of how marketing and advertising differ from one another:

**Advertising:** The paid, public, non-personal announcement of a persuasive message by an identified sponsor; the non-personal presentation or promotion by a firm of its products to its existing and potential customers.

**Marketing:** The systematic planning, implementation and control of a mix of business activities intended to bring together buyers and sellers for the mutually advantageous exchange or transfer of products.

After reading both of the definitions it is easy to understand how the difference can be confusing to the point that people think of them as one-in-the same, so lets break it down a bit.

Advertising is a single component of the marketing process. It's the part that involves getting the word out concerning your business, product, or the services you are offering. It involves the process of developing strategies such as ad placement, frequency, etc. Advertising includes the placement of an ad in such mediums as newspapers, direct mail, billboards, television, radio, and of course the Internet. Advertising is the largest expense of most marketing plans, with public relations following in a close second and market research not falling far behind.

The best way to distinguish between advertising and marketing is to think of marketing as a pie, inside that pie you have slices of advertising, market research, media planning, public relations, product pricing, distribution, customer support, sales strategy, and community involvement. Advertising only equals one piece of the pie in the strategy. All of these elements must not only work independently but they also must work together towards the bigger goal. Marketing is a process that takes time and can involve hours of research for a marketing plan to be effective. Think of

marketing as everything that an organization does to facilitate an exchange between company and consumer.