

UNIVERSITY OF SWAZILAND

FACULTY OF EDUCATION

CERTIFICATE IN ADULT EDUCATION YEAR I

FINAL EXAMINATION – MAY 2010

TITLE OF PAPER : HUMAN COMMUNICATION
COURSE CODE : CAE 115
TIME ALLOWED : TWO (2) HOURS
INSTRUCTIONS : ANSWER ALL QUESTIONS IN SECTION A
AND THREE (3) QUESTIONS IN SECTION B

**THIS PAPER MUST NOT BE OPENED UNTIL PERMISSION HAS BEEN
GRANTED BY THE INVIGILATOR**

Section A

Answer all questions in this section

Answer questions below by writing in your answer book the letter corresponding to your response

1. Competence is an important dimension of source credibility in
 - A. Dyadic communication
 - B. Small group communication
 - C. Public communication; and
 - D. Statements (A) and (B) only
2. The levels at which adults participate in development activities include
 - A. Presence
 - B. Control
 - C. Involvement
 - D. All of these options
3. The following are stages in the adoption of an innovation, except:
 - A. Awareness
 - B. Motivation
 - C. Evaluation
 - D. Trial & error adoption
4. In public communication, the source has control over the
 - A. Audience
 - B. Timing of his/her presentation
 - C. Content
 - D. Options (A) & (C)
5. The following are examples of electronic media, save for:
 - A. Television (TV)
 - B. Transistor radio
 - C. Digital alarm clock
 - D. Personal computer (PC)
6. The following are innovations in the communication and transport sectors but one:
 - A. Mobile phone
 - B. Space shuttle
 - C. Video-conferencing
 - D. Enviro-white office paper
7. Mass communication has the following characteristics
 - A. Massive audience
 - B. mass-produced message
 - C. limited feedback
 - D. economy
8. The following are examples of public communication
 - A. Constituency meeting
 - B. Parents-Teachers Association (PTA) meeting
 - C. Staff union mass meeting
 - D. PUDEMO Congress
 - E. All of these options
9. The transference or sharing of [new] meaning by a source represents
 - A. Encoding
 - B. Decoding
 - C. Communication
 - D. Feedback loop

10. The aim of all communication should, ideally, be to provide
 A. Mutual understanding B. Decoding C. Feedback D. Encoding
11. Communication is a
- A. One-off event, from source to receiver
 B. Two-way process, from superiors to subordinates
 C. On-going process, between the interaction parties
 D. Statements (B) and (C) only – are correct
12. Innovations improve or ease (make better)
- A. Product B. method C. practice D. none of these options
13. As events, communication episodes are
 A. Alternating B. Continuous C. Both (A) and (B) D. None of these
14. The process of conveying information to lots of people at once e.g. via handouts, television, radio or newspapers represents
- A. Public communication B. mass communication
 C. Mass media houses D. none of these options
15. Participating in community development projects is necessary, because / it offers
- A. People get new knowledge and skills C. Joint ownership of project(s)
 B. There is often donor funding D. Options (A) and (C) only
16. The role of 'gate-keepers' in mass communication is to
- A. screen information for accuracy B. prevent dirty linen from the public view
 C. protect the stature of public officials D. all of these statements, i.e. (A) – (C)
17. There is no point in diffusing innovation to indigenous (or local) farmers because
- A. They are 'illiterate' B. they are resistant to change, anyway
 C. they would not afford associated costs D. none of all these statements
18. Mass communication is the term used to describe the academic study of the various means by which individuals and organisations relay information through mass media to large segments of the population in the same area
- A. True B. False C. Partially true / false D. None of these
19. Mass media can be used for a number of purposes, among them:
- A. advocacy B. entertainment C. public service announcements D. all of these
20. The following communication contexts are two-way except

A. Small group communication

B. Public communication

C. Mass communication

D. Dyadic communication

[20 x 2 = 40 marks]

Section B

Answer three (3) questions from this section

Question 1

What factors must a public speaker observe before and during the presentation to make his or her communication successful? [2 x 10 = 20 marks]

Question 2

(a) What do you understand by mass communication? [5 marks]

(b) Identify and explain two (2) broad divisions of mass media [2 x 5 = 10 marks]

(c) Which medium would you use to disseminate information to subsistence farmers in Swaziland and why? [5 marks]

[Total marks = 20]

Question 3

Either: a) With the help of examples, explain why an innovation must be socially and culturally acceptable to the community to which it is introduced [2 x 10 = 20 marks]

Or: b) For communication to be effective, it has to fit (match/suit) the culture of the people. At the same time, the culture needs to be 'communicated'. Explain this statement, giving suitable examples to support your answer [2 x 10 = 20 marks]

End of Question Paper