

Course Code DAE 113 (first semester) 2009

UNIVERSITY OF SWAZILAND

DEPARTMENT OF ADULT EDUCATION

PART-TIME DIPLOMA IN ADULT EDUCATION YEAR I

SEMESTER ONE MAIN EXAMINATION PAPER, DECEMBER 2009

TITLE OF PAPER : **INTRODUCTION TO COMMUNICATION**

COURSE CODE : **DAE 113**

TIME ALLOWED : **TWO (2) HOURS**

INSTRUCTIONS : **1. SECTION A IS COMPULSORY**
2. ANSWER TWO QUESTIONS IN SECTION B

THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR.

SECTION A

Answer all Questions in this Section.

QUESTION 1

A

Explain why

- (i) the sender is also referred to as interpreter in the communication process; (5)
- (ii) the receiver must have good encoding skills; (5)
- (iii) chain-channelling of a message is risky; (5)
- (iv) the receiver's response is called feedback. (5)

B

Explain how the following factors cause communication breakdown:

- (i) lack of empathy; (5)
- (ii) silence; (5)
- (iii) stereotyping (5)
- (iv) wrong timing. (5)

SECTION B

Answer two Questions

QUESTION 2

Comment on the following statements:

- (i) One's communication is as effective as the medium one uses. (15)
- (ii) Beauty lies in the eye of the beholder. (15)

QUESTION 3

It is said that one of the reasons we communicate is to influence the people around us.

Give three reasons why this fact is relevant to your work as a change agent. (30)

QUESTION 4

(i) Words have no meaning but meaning is in the people who use the words.

Explain this statement and clarify with an example. (20)

(ii) Explain the difference between denotative and connotative meaning. Clarify with examples. (10)

QUESTION 5

Describe three ways in which language has been used to preserve Swazi culture. (30)

QUESTION 6

State three clear reasons why you as a change agent need to have a profile of your target audience before you introduce any innovation. (30)