

Course Code DAE 113 (M) 2010

UNIVERSITY OF SWAZILAND
DEPARTMENT OF ADULT EDUCATION
PART-TIME DIPLOMA IN ADULT EDUCATION YEAR I
SEMESTER ONE MAIN EXAMINATION PAPER, DECEMBER 2010

TITLE OF PAPER : **INTRODUCTION TO COMMUNICATION**
COURSE CODE : **DAE 113**
TIME ALLOWED : **THREE (3) HOURS**
INSTRUCTIONS : **ANSWER QUESTION ONE AND ANY TWO OTHERS.**

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

SECTION A

This Section is compulsory

QUESTION 1

Explain why

- (i) a circle is considered an appropriate graphic representation of the process of communication.
 - (ii) “common experience” is shown to be at the centre of the circle of communication.
 - (iii) the “noise” factor is shown all around the circle of communication.
 - (iv) perception is on the side of the sender as well as on the side of the receiver.
 - (v) the sender has to consider the conditions on the receiver’s side before he sends the message.
 - (vi) feedback is said to be “the loop that completes communication”.
 - (vii) interacting parties must have mutual understanding of each other’s cultural background.
 - (viii) one’s communication is as effective as the medium one uses to send the message.
- [40 marks]

SECTION B

Answer two Questions from this Section

QUESTION 2

- (i) Explain the three sub-processes of perception. (15 marks)
- (ii) State and explain three reasons why a change agent needs to understand how perception works. Clarify with examples from your work experience. (15 marks)

QUESTION 3

- (i) Why is non-verbal communication more believable than verbal communication? (10 marks)
- (ii) Explain why a discrepancy between verbal and non-verbal communication symbols is likely to cause confusion to the receiver. Support your answer with an example. (20 marks)

QUESTION 4

- (i) We say when people communicate, they use “agreed upon” codes. What does “agreed upon” mean? (5 marks)
- (ii) Why is the Triangle of Meaning said to be “baseless”? (5 marks)
- (iii) One of the myths of communication is “the message sent is identical to the message received”. Explain why this is a myth. (10 marks)

QUESTION 5

- (i) Explain the difference between connotative meaning and denotative meaning. (5 marks)
- (ii) Write and explain why you, as a change agent, need to study communication. In your answer state four ways in which you think it will enhance your job performance. (25 marks)