

**UNIVERSITY OF SWAZILAND**  
**PART-TIME CERTIFICATE IN ADULT EDUCATION YEAR I**  
**SUPPLEMENTARY EXAMINATION PAPER, JULY 2012**

**TITLE OF PAPER : INTRODUCTION TO COMMUNICATION**

**COURSE CODE : DAE 113**

**TIME ALLOWED : THREE (3) HOURS**

- INSTRUCTIONS :**
- 1. ANSWER ALL QUESTIONS IN SECTION A.**
  - 2. ANSWER TWO QUESTIONS IN SECTION B.**

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**SECTION A**

Answer all questions in this Section.

**QUESTION 1**

Explain the role of each of the following elements in the process of communication.

- |    |            |     |
|----|------------|-----|
| a) | sender     | (4) |
| b) | channel    | (4) |
| c) | receiver   | (4) |
| d) | perception | (4) |
| e) | feedback   | (4) |

**QUESTION 2**

Explain why

- |    |  |     |
|----|--|-----|
| a) | common understanding is an important factor in communication;          | (5) |
| b) | stereotyping is a barrier in communication;                            | (5) |
| c) | non-verbal communication is more believable than verbal communication; | (5) |
| d) | listening is considered to be a communication skill.                   | (5) |

**SECTION B**

Answer two questions from this section.

**QUESTION 3**

- i) Explain why it is important for you as a Change Agent to communicate rather than talk to your target audience. Bring out the difference(s) clearly. (15 marks)
- ii) Perception is affected by factors that the interacting individuals can manipulate in order to achieve the desired results.

Discuss three factors of perception that you have had to consider during your interaction with your target audience. Explain how these factors have influenced the interaction. (15 marks)

**QUESTION 4**

Since meaning is in people and not in words, people can use language to achieve other purposes than to convey meaning clearly and effectively.

Explain the three ways in which language pollution may occur and give typical examples to clarify your answer. (30 marks)

**QUESTION 5**

Using the concept of language in its broadest sense, use the factors listed below to explain how Swazi society uses each of them to express and reveal the character of Swazis collectively.

- i) dress
- ii) music
- iii) artefacts

(30 marks)

**QUESTION 6**

State three ways in which the study of communication has helped you to improve the way you interact with your target audience. Support with examples. (30 marks)