

UNIVERSITY OF SWAZILAND

FACULTY OF EDUCATION

CERTIFICATE IN ADULT EDUCATION I

FINAL EXAMINATION, MAY 2013

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 FROM SECTION B**

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

Section A

Answer the questions below by writing the letter corresponding to your response

1. Public communication derives its name from
 - A. Communication that could be of public interest
 - B. communication in public settings
 - C. Communication larger than small group setting
 - D. communication with general public
2. Automatic Teller Machines (ATM) are an innovation in the
 - A. Urban more than the rural sector
 - B. telecommunication industry (sector)
 - C. Business and commerce sector
 - D. technologically advanced countries
3. Good Friday and Easter services at the national church are an example of
 - A. Mass communication
 - B. group communication
 - C. public communication
 - D. all of these
4. SNAT Mass meetings represent what communication context?
 - A. Small group communication
 - B. public communication
 - C. Mass communication
 - D. options (B) and (C) only
5. Liquid fertilisers are an innovation; so, too, are
 - A. Burial schemes
 - B. video conferences
 - C. power-point slides
 - D. Options (B) & (C)
6. Electronic media is the preferred mass communication option given that
 - A. Almost all Swazi are illiterate
 - B. Some Swazi may be low-literate
 - C. Both of these options
 - D. None of these options
7. Swaziland Broadcasting & Information Service (SBIS) is not quite mass media because
 - A. It targets around one million people
 - B. has poor internal/country coverage
 - C. Many people shun Swazi radio
 - D. none of these options
8. As a requirement, the source in public communication has to
 - A. Be an expert in their subject
 - B. sharpen their language skills
 - C. Read widely around their topic
 - D. options (A) and (B) only
9. Newspapers should not be circulated in rural areas because people there are
 - A. Mostly busy
 - B. not able to read
 - C. use hearing than sight
 - D. none of these
10. Lubombo community radio is an example of
 - A. Public communication
 - B. community development
 - C. regional broadcasting
 - D. none of these options
- 11 The Swaziland 'people's parliament' (*Sibaya*) is an example of
 - A. Group communication
 - B. mass communication (given that it is widely reported by international media)
 - C. public communication
 - D. Both (B) and (C)

12 Flamboyant pop singer, Lady Gaga, whose meat dress & other strange outfits have promoted her peculiar image, represents

- A. Mass communication
- B. dyadic communication
- C. Small group communication
- D. celebrity of world status

13 Television, radio, newspapers, magazines, journals and all that links a source with the audience are

- A. Electronic media
- B. print media
- C. mass medium
- D. none of these

14 Corruption buster, senior traditionalist, and human rights activist represent

- A. Good governance
- B. gate-keepers
- C. opinion leaders
- D. all of these

15 Choosing to watch a soccer match at Big-Bend Stadium instead of choral music at Devine Healing Ministries (DHM) is.....

- A. Freedom of assembly
- B. money for value
- C. selective exposure
- D. (B) and (C)

16 Early adopters (of innovations) skip some of the stages in the adoption process because

- A. They are in a hurry to implement innovation
- B. they have no time to learn about it
- C. They tend to be women more than men
- D. none of these options

17 In public communication, the chair-person should be

- A. Highly educated to handle meeting well
- B. on the look-out to dogmatic characters
- C. Conduct meeting in an orderly manner
- D. second and third options only

18 Mass communication is not ideal for communities in traditional settings because

- A. It spoils community peace through the violence witnessed in many TV programmes
- B. It promotes mass consumption of goods & services outside reach of ordinary persons
- C. Mass media information can mislead the audience to promote newspaper sales
- D. None of these options

19 Communication is a process because

- A. The source starts it
- B. receivers decode messages
- C. assumes feedback
- D. none of these

20 Parents have power to demand that children wash the dinner dishes

- A. Reward
- B. coercive
- C. referent
- D. legitimate
- E. all of these

[20 x 2 = 40 marks]

Section B

Answer three (3) questions from this section

Question 1

(a) What do you understand by 'public' communication

[5 marks]

Identify and describe the factors that have to be considered by a communication source in order to make his or her public presentation successful. State factors to bear in mind prior to, during, and after the presentation [3 x 5 = 15 marks]

Question 2

For communication to be effective, it has to fit 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 [20 marks]

Question 3

Identify and discuss the steps followed in the dissemination and subsequent adoption of an innovation. Give suitable examples to support your answer [5 x 4 = 20 marks]

Question 4

(a) Explain what you mean by 'mass' communication [2 marks]
(b) In what two (2) ways is mass communication similar to the communication contexts listed below?

(i) Dyadic communication

(ii) Small group communication

(iii) Public communication [3 x 4 = 12 marks]

(c) In what way is it different from these communication contexts? [3 x 2 = 6 marks]

[Total marks = 20]