

**UNIVERSITY OF SWAZILAND**

**FACULTY OF EDUCATION**

**CERTIFICATE IN ADULT EDUCATION I**

**SUPPLEMENTARY EXAMINATION, JULY 2013**

**TITLE OF PAPER: HUMAN COMMUNICATION**

**COURSE CODE: CAE 115**

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

**INSTRUCTIONS: ANSWER ALL QUESTIONS**

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

**Question 1**

What might be five challenges for a source wanting to use mass communication to reach communities in Swaziland? [5 x 5 = 25 marks]

**Question 2**

Differentiate between electronic media and print media. Give suitable examples to support your answer [2 x 12.5 = 25 marks]

**Question 3**

Choose a team of community development workers and explain how they may use public communication to share urgent information with their community-based groups [25 marks]

**Question 4**

Explain why communication is important for the kind of work you in the community or workplace. Give suitable examples to support your answer [25 marks]