

UNIVERSITY OF SWAZILAND

FACULTY OF EDUCATION

DEPARTMENT OF ADULT EDUCATION

PART TIME CERTIFICATE IN ADULT EDUCATION YEAR II

MAIN EXAMINATION PAPER DECEMBER, 2012

TITLE OF PAPER: EDUCATIONAL COMMUNICATION

COURSE CODE: CAE 214

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS: ANSWER ANY FOUR QUESTIONS

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

INSTRUCTIONS: ANSWER ANY FOUR QUESTIONS

Question 1

Diffusion is the process by which an innovation is communicated through certain channels over time among the members of a social system. Based on this, discuss the following steps in the process while providing a practical example.

1. Knowledge
2. Persuasion
3. Decision
4. Implementation
5. Confirmation

[25 Marks]

Question 2

- i. Explain with examples, the four (4) window panes of the Johari Window (20)
- ii. Discuss the importance of the Johari Window in group dynamics (5)

[25 Marks]

Question 3

With practical examples from the field, explain the following mediums of communication and show their importance to human communication as well as for education and training:

- i. Radio
- ii. Television
- iii. Newspapers
- iv. Cell phone
- v. Internet

[25 Marks]

Question 4

With the aid of examples, briefly discuss the following terms:

- i. Communication
- ii. Dyadic communication
- iii. Small group communication
- iv. Public communication
- v. Mass communication

[25 Marks]

Question 5

- i. Explain what is "Team Briefing"
- ii. Where and when is team briefing used?
- iii. Give two advantages of team briefing
- iv. Give two disadvantages of team briefing

[25 Marks]

Question 6

As a trained counselor for your organization, an individual who is on the verge of committing suicide has approached you for counseling (you do not know yet that he/she wants to end her/his life).

- i. Discuss the steps you will take in the counseling session
- ii. Explain how you will pry for information from the client
- iii. Explain how you will end the counseling session.

[25 Marks]

Question 7

As a manager in your organization, briefly explain the following while providing relevant examples:

- i. Leadership skills
- ii. Communication skills
- iii. Problem solving
- iv. Decision making

[25 Marks]

Question 8

- i. Discuss the importance of using mass media for campaigning in rural populations while providing relevant examples (10)
- ii. List and discuss three (3) mass media means to use in a mass media campaign (15)