

UNIVERSITY OF SWAZILAND

FACULTY OF EDUCATION

CERTIFICATE IN ADULT EDUCATION I

FINAL EXAMINATION, MAY 2014

TITLE OF PAPER: HUMAN COMMUNICATION

COURSE CODE: CAE 115

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS: ANSWER ALL QUESTIONS FROM SECTION A

ANSWER THREE (3) QUESTIONS FROM SECTION B

WRITE YOUR ANSWERS IN ANSWER BOOKLET PROVIDED

Section A

Instruction: For each question below, write the letter corresponding to your response

1. In mass communication, the source is linked with the audience through
A. Gate-keepers B. opinion leaders C. mass media D. electronic media
2. The following are examples of public communication, except
A. Smart partnership meeting B. road shows to raise public awareness on road safety
C. Counselling of drug addicts D. Trade unions congress at Boscov Centre
3. The People's Parliament (popularly known as *Sibaya*) is an example of
A. Group communication B. mass communication C. public communication D. B & C
4. ATMs, smart-phones, video-conferencing, and power-point presentations are examples of
A. High technology B. mass communications C. urban lifestyles D. innovations
5. In mass communication, there is
A. No feedback B. less feedback C. feedback is not necessary D. delayed feedback
6. The teachers' mass stay-away in 2013 represented
A. Popular vote B. public communication C. mass communication D. none of these
7. In public communication, the speaker is
A. More educated B. physically & psychologically distant C. competent D. all of these
8. Diffusion of innovations is more likely to work with
A. Educated people B. women C. urban dwellers D. none of these
9. In mass communication, the source is
A. Far removed from audience B. has expert knowledge C. is composed D. all of these
- 10 Evaluation is the step in the adoption (innovations) process
A. First B. last (summative) C. second D. third
- 11 The following represent gate-keepers in mass communication, except
A. Week columnists B. radio continuity announcers C. news editors D. (B) & (C)

12 Selective exposure to mass media involves choosing

- A. Renowned sporting activities B. local area sports C. avoiding mischief D. none of these

13 Electronic media is often preferred over print media because

- A. It is always cheap to access B. it does not require literacy C. it is more up-to-date
D. none of these options

14 Early adopters of innovations

- A. Tend to be better informed B. have the required resources C. are more likely to be female more than male
D. options (A) and (B) only

15 The time required for adoption of an innovation

- A. Depends on given country B. is dependent on simplicity of innovation
C. Depends on extent it departs from current beliefs/practices D. options (B) and (C) only

16 The following are levels of participation in community development projects, except

- A. Control B. involvement C. decision-making D. presence

17 Constituency meetings are an example of communication

- A. Small group B. mass C. public D. both (B) & (C)

18 Lubombo radio news represent communication, given that it is regional

- A. Public B. mass C. (A) and (B) D. none of these

19 The Bush-fire Festival, pitting world renowned groups, constitutes

- A. Group communication B. mass communication C. public communication D. B & C

20 With specific reference to mass communication, the following are typical examples except

- A. BBC News-Extra B. Al-Jazeera World News C. Time Magazine D. UNISWA Newsletter
[20 x 2 = 40 marks]

Section B

Question 1

- (a) Explain, giving examples, what you understand by 'public communication' [5 marks]

(b) What factors does a speaker have to consider before (planning stage), during (delivery stage) and after (review stage) the presentation to make the communication successful? [3 x 5 = 15 marks]

Question 2

Identify and explain how two (2) innovations in the agriculture sector and two (2) innovations in the business/commerce sector may be defused using mass media of your choice [4 x 5 = 20 marks]

Question 3

Identify and explain steps that need to be followed in the diffusion of innovations process [5 x 4 = 20 marks]

Question 4

- (a) Explain what you mean by 'participation' [5 marks]
- (b) Identify and describe three (3) levels of participation in community development programmes/projects [3 x 5 = 15 marks]

End of Question Paper