

UNIVERSITY OF SWAZILAND
FACULTY OF EDUCATION
DEPARTMENT OF ADULT EDUCATION
PART TIME CERTIFICATE IN ADULT EDUCATION YEAR II

FINAL EXAMINATION PAPER DECEMBER, 2014

TITLE OF PAPER: EDUCATIONAL COMMUNICATION

COURSE CODE: CAE 214

TIME ALLOWED: THREE (3) 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

List and explain five (5) qualities of an effective counsellor and show how each quality helps to enhance the interaction between the counsellor and his/her client.

[25 Marks]

Question 2

Discuss with at least 5 examples how one can utilise the Internet as a means of educational communication

[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
- vi. Social Media

[25 Marks]

Question 5

- 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)

Question 6

- i. Explain what "Team Briefing" is (5)
- ii. Discuss why team briefing is conducted in organisations (5)
- iii. Citing your own organisation or workplace, create a scenario where team briefing will be conducted to address a particular task or objective (15)

[25 Marks]