

**UNIVERSITY OF SWAZILAND**

**FACULTY OF EDUCATION**

**CERTIFICATE IN ADULT EDUCATION I**

**FINAL EXAMINATION, MAY 2016**

**TITLE OF PAPER: HUMAN COMMUNICATION**

**COURSE CODE: AEC118**

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

**INSTRUCTIONS: ANSWER ALL QUESTIONS FROM SECTION A AND THREE (3) QUESTIONS  
FROM SECTION B**

**WRITE YOUR ANSWERS IN THE ANSWER BOOKLET PROVIDED**

**THIS PAPER MUST NOT BE OPENED UNTIL THE INVIGILATOR HAS GRANTED YOU PERMISSION TO  
DO SO**

## Section A

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

1. Public communication creates mutual understanding more than the other contexts because
  - A. It offers immediate feedback
  - B. it has general public support
  - C. It is more popular
  - D. None of these options
2. In any public communication event, the following elements ought to be present:
  - A. Message
  - B. channel
  - C. receiver
  - D. noise
  - E. feedback
  - F. none of these options
3. The People's Parliament (popularly known as *Sibaya*) is an example of .....
  - A. Mass communication
  - B. small group communication
  - C. Public communication
  - D. options (A) and (C) only
  - E. none of these options
4. The assembly effect bonus is a characteristic of.....
  - A. Dyadic communication
  - B. public communication
  - C. mass communication
  - D. Small group communication
  - E. constituency communication
  - F. none of these options
5. .... is an important dimension of source credibility in public communication
  - A. Character
  - B. sociability
  - C. extroversion
  - D. competence
  - E. composure
6. All communication episodes should lead to .....
  - A. Immediate feedback
  - B. accurate feedback
  - C. intimacy between the two parties
  - D. Options (A) – (C) inclusive
  - E. none of these options
7. Development workers have ..... power
  - A. Coercive
  - B. reward
  - C. legitimate
  - D. expert
  - E. (A), (B) and (D)
  - F. none of these
8. Tractors are an innovation in the agriculture sector; so, too, are .....in the health sector
  - A. Nurses' uniform
  - B. burial schemes
  - C. HIV & AIDS
  - D. none of these options
9. In public communication, the speaker has.....
  - A. Direct feedback
  - B. control over the audience
  - C. control over the content
  - D. All of these options
  - E. none of these options
- 10 In communication, the source (transmitter) is .....
  - A. Always the more knowledgeable party
  - B. the party that initiates the communication
  - C. The party that gets direct & immediate feedback
  - D. none of these options
- 11 What social power did US Baptist minister & civil rights activist Martin Luther King Jr. possess?
  - A. Reward
  - B. spiritual (divine)
  - C. charismatic
  - D. referent
  - E. none of these
- 12 The distance maintained between a guest speaker and the audience represents a(n)..... zone

A. Personal                      B. intimate                      C. social                      D. public

13 The deliberate decision to go and watch football, a traditional dance, or choral music is termed....

A. Perfect timing    B. selective attention    C. selective exposure    D. all of these options

14 The social power that parents, employers, the king or pope have to influence the behaviour of other people describes .....

A. Referent                      B. expert                      C. coercive                      D. position power

15 An important advantage of public communication is .....

A. Greater coverage of content within limited time                      B. more captive audience  
C. Minimal disruption during the presentation                      D. all of these options

16 Paying attention to certain features of a speaker's presentation represents .....

A. Positive discrimination    B. noting points only    C. selective listening    D. selective attention

17 Public communication is designed for members of the general public because they .....

A. Tend to be a majority in the population                      B. have no special privileges  
C. Command respect, given their numbers                      D. none of these options

18 Women represent early adopters of innovations partly because.....

A. They are more amenable to persuasion                      B. they are a majority in rural areas  
C. They are susceptible to impulse spending                      D. none of these options

19 As a result of digital migration, Swazi Radio will reach most parts of the country because.....

A. The country seeks to be highly developed                      B. most Swazi will be urban dwellers  
C. Analogue transmission underdeveloped SD                      D. none of these options

20 Prince Mfanyana Hall (in Manzini) is a public communication venue because .....

A. It is central    B. It is government-owned    C. it is open to public use    D. none of these

[20 x 2 = 40 marks]

### Section B

Answer three (3) questions only

#### Question 1

Identify and explain three (3) factors that have to be borne in mind during the presentation and two (2) factors that have to be borne in mind after the presentation of a message or topic for it (i.e.

presentation) to be successful

[5 x 4 = 20 marks]

**Question 2**

Describe the steps that are frequently followed during the diffusion of innovations in development work. Use suitable examples to support your answer

[5 x 4 = 20 marks]

**Question 3**

(a) Explain what you understand by 'mass communication'

[5 marks]

(b) Identify and discuss three (3) reasons you would not use television to disseminate information in Swaziland

[3 x 5 = 15 marks]

**Question 4**

Distinguish between two (2) types of media studied in this course. Use suitable examples to support your answer

[2 x 10 = 20 marks]

**End of Question Paper**