

UNIVERSITY OF SWAZILAND
FACULTY OF EDUCATION
DEPARTMENT OF ADULT EDUCATION
CERTIFICATE IN ADULT EDUCATION (FT/PT)

FINAL EXAMINATION PAPER MAY, 2017

TITLE OF PAPER: EDUCATIONAL COMMUNICATION

COURSE CODE: AEC 114

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 Social Media 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

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. Provide a practical example.

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

[25 Marks]

Question 5

Explain whether you as a change agent would use television to disseminate information among income generating groups in Swaziland (Give 5 reasons). **If not**, discuss the medium you would use instead and justify why (Substantiate with at least 5 points).

[25 Marks]

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 would be conducted to address a particular task or objective (15)

[25 Marks]