

**UNIVERSITY OF SWAZILAND**  
**PART-TIME CERTIFICATE IN ADULT EDUCATION**  
**MAIN EXAMINATION PAPER – MAY 2017**

**TITLE OF PAPER** : **HUMAN COMMUNICATION**

**COURSE CODE** : **AEC 118**

**TIME ALLOWED** : **THREE (3) HOURS**

**INSTRUCTIONS** : **1. ANSWER ALL QUESTIONS IN SECTION A.**

**2. ANSWER TWO QUESTIONS IN SECTION B.**

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

## **SECTION A**

This Section is Compulsory.

### **QUESTION 1**

- i) Explain the difference between dyadic communication and public communication. (10)
- ii) Explain why purpose and event are important factors to consider when designing public communication. (20)
- iii) State briefly what a communicator must do to ensure that his message is authentic as he delivers it. (10)

## **SECTION B**

Answer two questions.

### **QUESTION 2**

- i) In mass communication “noise” is said to be much more complex than in a face-to-face situation.  
Why? Give three reasons for your answer. (30)

### **QUESTION 3**

- i) Explain why a communicator needs to prepare the information and himself before he can deliver a public message. (20)
- ii) State how public speaking can help the communicator gain self confidence. (10)

### **QUESTION 4**

- i) What is diffusion of innovations? (10)
- ii) State two reasons why you as a change agent need to understand the Adoption Process. (20)

### **QUESTION 5**

- i) Drawing from your personal experience, give two reasons why we say we live in a “global village”. (20)
- ii) Explain why “not all mass media can be used for all messages”. (10)