

UNIVERSITY OF SWAZILAND
DEPARTMENT OF ADULT EDUCATION
PART-TIME CERTIFICATE IN ADULT EDUCATION YEAR 1

MAIN EXAMINATION PAPER, MAY 2018

- TITLE OF PAPER : HUMAN COMMUNICATION
COURSE CODE : AEC118
TIME ALLOWED : THREE (3) HOURS
INSTRUCTION : 1. SECTION A IS COMPULSORY
2. ANSWER TWO QUESTIONS FROM SECTION B

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

SECTION A

THIS SECTION IS COMPULSORY – ANSWER ALL QUESTIONS FROM THIS SECTION

QUESTION 1

Write short notes on the following terms as used in this course:

- i) Public communication.
- ii) Mass communication.
- iii) Interpersonal Trust.
- iv) Print media.
- v) Listening.
- vi) Innovation.

[6 x 5 = 30 Marks]

QUESTION 2

- a) Explain what you mean by “participation.” [5 Marks]
- b) Using a group of your choice, clearly explain why participation is important in communication for change. [15 Marks]

[TOTAL = 20 Marks]

SECTION B

ANSWER TWO QUESTIONS FROM THIS SECTION

QUESTION 3

Identify and explain three (3) factors that a speaker has to bear in mind before the presentation and two factors that he/she has to bear in mind during the presentation to make it successful.

[5 x 5 = 25 Marks]

QUESTION 4

Identify and discuss similarities and differences between public communication and mass communication.

[12.5 x 2 = 25 Marks]

QUESTION 5

Identify and explain the main stages in the adoption (of an innovation) process. Give suitable examples to support your answer.

[5 x 4 = 20 Marks]