UNIVERSITY OF SWAZILAND

DEPARTMENT OF ACADEMIC COMMUNICATION SKILLS
SECOND SEMESTER RESIT EXAMINATION, JULY 2018

TITLE OF PAPER: ACADEMIC COMMUNICATION SKILLS:
ENGLISH FOR SPECIFIC PURPOSES (ESP)

COURSE CODE   :   ACS 112/103

TIME ALLOWED   :   2 (TWO) HOURS

INSTRUCTIONS: **WRITE THE NAME OF YOUR FACULTY AND PROGRAMME ON THE COVER OF YOUR ANSWER BOOKLET.**

THE QUESTION PAPER CONTAINS TWO SECTIONS (A and B). ANSWER <u>ONE</u> QUESTION FROM EACH SECTION.

TOTAL MARKS:100

This paper contains 12 pages, including the cover page.

This paper is not to be opened until permission has been granted by the invigilator

SECTION A: ESSAY WRITING

60 Marks

Answer <u>ONE</u> question only

Question 1
Read the following excerpts and in 400 words discuss your views on social bullying and further suggest ways in which related problems could be addressed.

Article (i)
Social Bullying: Correlates, Consequences, and Prevention

Victoria Stuart-Cassel, Mary Terzian, and Catherine Bradshaw   *May 2013*

Bullying is considered one of the most prevalent and potentially damaging forms of school violence (Elinoff, Chafouleas, & Sassu, 2004). Each year, more than a quarter of middle and high school students are subjected to some form of bullying in their school environments (Neiman, 2011). Research has identified potentially harmful immediate and long-term consequences for bullying-involved youth and has linked bullying to the quality of school environments and to unsafe conditions for learning in schools (Copeland, Wolke, Angold, & Costello, 2013; DeVoe & Kaffenberger, 2005). There are three broad forms of bullying, including physical, verbal, and social bullying. Research and school-based prevention practices have generally focused on the more visible and widely recognised forms of physical and verbal bullying.

However, as public understanding of youth bullying behaviour continues to evolve, definitions have been expanded to recognise social bullying as an important form of youth aggression. Relational aggression, indirect aggression, and social aggression are terms used to describe different dimensions of social bullying. Although the terms convey subtle differences in meaning, they describe a set of closely related, often overlapping behaviours that share the effect of undermining social status and threatening feelings of support, security and closeness in youth relationships. Social bullying can occur within the context of large social groups as well as within small social networks, close friendships, or romantic relationships. It can involve direct social interactions or confrontations between a student who bullies and a student who is targeted as well as indirect acts that engage other members of the social group or network in the bullying interaction. Social bullying, sometimes referred to as relational bullying, involves hurting someone's reputation or relationships. Social bullying includes:
- leaving someone out on purpose
- telling other children not to be friends with someone
- spreading rumours about someone
- embarrassing someone in public

Social bullying can be proactive, or used to achieve or maintain social position, gain attention, or alleviate boredom. It can be reactive, or retaliatory in response to a perceived threat or to feelings of anger, jealousy, or betrayal (Young, Boye, & Nelson, 2006). Understanding the range of social bullying behaviours and the different contexts that motivate students' actions can help to appropriately identify social bullying incidents and can inform strategies for how to effectively intervene (http://www.stopbullying.gov).

With growing access to technology, acts of social bullying are increasingly likely to take the form of electronic aggression, often referred to as cyber bullying. Cyber bullying is defined as bullying using electronic devices, such as cell phones, computers and tablets or other communication tools, including social media sites, text messages, chat rooms, and websites.

Article (ii)
Social Bullying: My Story

How I was Bullied and Didn't Know it was Actually Happening.
Many readers will probably roll their eyes and think "seriously?? She wrote about something just like this last week!" Here's the thing though. I'm going to keep talking about bullying and more specifically social exclusion for a long time. If I can help even just one person who is being excluded or make one person realise the repercussions of their actions, it's worth continually writing about.

I was in and out of friend groups throughout high school. This of course made it a very rough time for me. Freshman year of high school I made the difficult decision to leave the friends I had known since middle school because I realized that they were only keeping me around because my house was always available for a hang out. They had stopped inviting me to go places with them and it was obvious that they were trying to distance themselves from me in public social situations (this would later become a trend that I began to recognise fairly quickly). I loved being with them and spending time with them, but the relationship I had with them started to become unhealthy. I wanted them more than they wanted me.

I wanted them more than they wanted me.
It eventually became a one way street. I tried and tried to get back into this little clique they had formed but no matter what I did, I was excluded. Finally, in mid-January, I came to terms with what I had to do. I sent a text telling them that I hated the way I was being treated and that I was done. Within 5 minutes, just like that, I was friendless, or at least it felt that way. The next morning I tried to walk out that door to go to school, but I couldn't do it.

The thoughts ran through my head like a freight train, "Who will I sit with in the morning? Who will I sit with at lunch?" I was literally consumed with the thought of sitting there by myself. Of course I eventually went back to school and sat with a different group in the mornings before class. I never ate lunch with other students. I would eat in classrooms. Teachers became my closest allies.

Shouting. Swearing. Pushing. Punching. It's not Fight Club, it's an average week at a suburban high school. And the protagonists are predominantly teenage girls. "There were two [girl] fights in the first three days of school," says 14-year-old Lisa (not her real name), a grade nine pupil at a co-ed government school in Johannesburg's upmarket northern suburbs. "The fights happen during break. There's a lot of swearing and screaming, then pushing, hitting, punching. The whole school gathers round. It goes on for about 10 minutes. Then the teachers find out. Five or 10 teachers will run out of the staff room to break up a fight."

Last year, during a substitution class, a girl at Lisa's school hit another girl over the head with a chair and knocked her out. "No one said anything [to the teacher] because we were scared of the other girl." In another incident at a nearby all-girls government high school, one girl had a braid pulled out of her hair during an argument.

"Girls are particularly good at this kind of emotional warfare. We call it Social Bullying," says Vanessa Hemp, a psychologist who works with teenagers. And social bullying—roughly defined as psychological, emotional or physical harassment—seems to be fuelled by social networking. Fights often start with name-calling on Facebook, or on message platforms such as Blackberry Messenger and MXit.

"You can get really mean about each other," Lisa says, "not to someone's face, but you'll say something to a friend. And the people you tell have really big mouths. People also tell lies—that a girl is having sex with people that she looks like a slut. Someone accused another girl of stealing things from people's houses.

"Girls make their statuses [a message posted by the user, which appears at the top of their profile information on social networking sites] about how they hate each other."

Think about it
"You really have to think about what you say. We joke with boys sometimes, the ones we're close friends with. We say things like 'I love you, my angel'. But if a girl likes that guy and she sees what you've posted, she'll get angry and she could get physical. If you block someone and they find out, they also get really angry at you."

One teacher, who used to teach grades 8 to 11 at a private school in the Western Cape, says children can be brutal. "The children were on MXit or texting all the time and they'd say horrible things to each other. They don't have personal boundaries because it's not face to face. They would say whatever they like because they're just talking to a machine."

Hemp says that it is not that children are meaner these days, but they are angrier. "The need to belong is part of normal teenage angst. But technology has moved this into the realm of social networking and the difference is its reach—and that what they say is there in black and white. Teenagers now have access to tools and spaces where they can publicly humiliate and shame other people. It's like a ginormous secret club. Rules slide all over the place." Hemp says that, despite being constantly in touch, these children are actually less connected than generations before.

"They can connect with people's facades because online they don't see themselves as vulnerable. But they don't manage as well with actual social interactions, one-on-one engagement. They're only able to pseudo-connect and this leads to more social awkwardness and uncomfortable feelings around that."

'Cognitive and emotional capacity'
Hemp says that these types of problems really begin to bubble at about age 14. "In the second year of high school they start unravelling. It's also when their hormones are at a peak, but the cognitive and emotional capacity to deal with it has not yet evolved. Hormones make feelings harder to control and these are young kids—they're not that good at impulse control to begin with."

Researchers often refer to adolescent brains and bodies as being "under construction"—the ability to make complex judgments and control impulses spring from a part of the brain (the pre-frontal cortex) that experiences additional growth just before puberty and is one of the last areas of the brain to mature.

While teenage brains are able to learn and retain information faster than those of adults, it also means there is often a gap between coming up with a new idea and working out whether or not it

is actually a good one. Add the instant online life to that teenage mix and poorly considered impulse decisions reach critical mass with a click. When a fight breaks out, Lisa says, students take out their phones and film it, sometimes posting the footage on Facebook.

The alleged rape filmed at Jules High School last year and distributed among the pupils mirrored what is happening around the world. In recent months there have been several reported incidents of teenagers in the United States, Canada and Australia facing prosecution after using their cell phones to take videos and photographs of assault and sexual assault.

Last September two teenage boys in Canada were charged with sexual assault and possession and distribution of child pornography after they posted photographs on Facebook of the gang rape of a 16-year-old girl at a private party. Girls are also increasingly using their bodies in schoolyard power plays. Says Lisa: "A lot of girls send boys naked pictures of themselves—they'll send it to all their friends' boyfriends.

Then they'll say it was an accident that they meant to send to someone else on their contacts list. Usually you don't see the face, just the body. But you get a name with the photo. A lot of girls also upload photos of themselves wearing their bras and they put them on their Facebook pages. All the boys comment.

"Guys don't really send us naked pictures—usually just with their shirts off, because they're trying to be cool for the girls." Hemp says that "there isn't really a protection of childhood any more. Kids are exposed to stuff a lot younger. They all want to be a little Paris Hilton or whatever. When they connect with people online they don't feel as vulnerable. It is and isn't real. You don't have to look that boy in the face when you take your clothes off."

Source: https://www.theodysseyonline.com/social-bullying-story Retrieved o7/03/2018

Question 2

Write an academic essay of not more than 400 words, in response to the following question.

Food scarcity, due to drought, has reached crisis levels, especially in Sub-Saharan Africa. Using the following articles, discuss if biotechnology could be a solution.

Article (i)

Biotechnology: the impact on food and nutrition in developing countries
By: G. Junne

Biotechnology promises to bring important changes in plant as well as livestock production. In both fields, it will affect all steps of the production chain, from agrochemical inputs and breeding to final food processing.

The use of biotechnology in animal production has advanced more quickly than its applications in plant production. Worldwide, more than one-half of all biotechnology research and development expenditures are in the field of human health. At the experimental stage, a large number of drugs, diagnostic probes, vaccines and so on are frequently applied in livestock production prior to becoming available for use by humans. Developments in the pharmaceutical industry, therefore, have had considerable ramifications for animal production since many innovations in this area are also applicable to animals.

In the field of reproduction, new bio-techniques such as embryo transfers, in *vitro* fertilisation, cloning and sex determination of embryos have been developed for different types of livestock; for example, cattle. This is of considerable interest for breeding programmes in developing countries since importing frozen embryos can be less costly than importing live animals.

Animal health, the second field, can be improved with new biotechnology methods of diagnosis, prevention and control of animal diseases. Biotechnology research in the third field of animal nutrition concentrates on improvements in the enzymatic treatment of feed. In developing countries, such techniques might eventually increase the potential range of crops used to feed larger herds of livestock.

Experiments with hormones to improve milk and meat production are the subject of much debate in industrialized countries because of their possible negative effects on animals and farm structures. In developing countries, however, specific needs for increases in productivity can be an overriding consideration which may lead to earlier large-scale adoption of this technology than in many industrialized countries. This field represents the fourth area of biotechnology application.

There is scarcely any aspect of plant production that will not undergo profound changes as a result of the application of biotechnology. Commercial applications of plant genetic engineering have not yet occurred. At the present time, more traditional aspects of biotechnology such as tissue culture have had an important impact, especially in the acceleration of the breeding process for new varieties and in the multiplication of disease-free seed material.

Plant breeding has been enhanced considerably by *in vitro* development of improved varieties which are better adapted to a specific environment. The application of tissue culture has several

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advantages, including: the rapid reproduction and multiplication of cultivars, the production of healthy cultivars, free of viruses and pathogenic agents and the availability of seed material throughout the year (rather than seeds which are subject to the seasonal cycle).

Since the application of tissue culture does not require very expensive equipment, this technology can be applied easily in developing countries and can help to improve local varieties of food-crops. For example, using traditional methods for propagating potatoes, one tuber yields several kilograms of tubers after two years, while the same tuber can yield several thousand kilograms of tubers if tissue-culture techniques are used. In many developing countries, better selection from the varieties which are already available locally may help to improve food production considerably.

Biotechnology can help reduce the need for agrochemicals which small farmers in developing countries often cannot afford. A reduction in the use of agrochemicals implies fewer residues in the final product. Worldwide, nitrogen-fixing bacteria are being used increasingly to inoculate the soil, thus allowing reduced inputs of fertilizer which is expensive and often presents a heavy drain on the scarce foreign exchange resources of developing countries. Biotechnology helps to identify the strains of bacteria most suitable for specific crops and soils and to multiply them for large-scale use.

Biotechnology can be used in many ways to achieve higher yields; for example by improving flowering capacity and increasing photosynthesis or the intake of nutritive elements. In the long term, genetic engineering will also help to increase production of the most valuable components of specific crops.

Productivity increases may lead to lower prices. Certainly, this would benefit the final consumer but the situation of the producers would not necessarily improve. Whether or not rural households are able to adapt to the new technologies themselves will also affect their incomes, as will their position as net buyers or net sellers.

The cloning of plants can help to reduce the work necessary for harvesting. When individual plants show more uniform characteristics, grow at the same speed and ripen at the same time, harvesting will be less laborious. A reduction in the workload is not only an objective in highly industrialized countries, it can also be very important for small farmers in developing countries, especially women who are already overburdened with many other tasks.

Food shortages would not exist in many countries if the problem of post-harvest losses could be solved. Biotechnology may contribute to solving these problems.
In the future, genetic engineering may be used to remove plant components that cause early deterioration of the harvest. Improved storage and better transport of food would increase the quantity of food available and improve the possibilities for a more elaborate division of labour between different districts and regions. However, this could also affect some producers adversely if they were unable to withstand increased competition and they would therefore lose their market position.

Since proteins and vitamins are often lost in traditional food processing, fermentation processes may offer a way to preserve them. Biotechnology can be used for the upgrading of traditional food processing. Biotechnology can also help to eliminate toxic components, either by genetic engineering or through food processing. In addition to eliminating unwanted components, biotechnology can be used for the inexpensive production of additives that increase the nutritive value of the final product or that improve its flavour, texture or appearance.

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Biotechnology has tremendous potential for increasing food production and improving food processing although the real impact will only be felt after the year 2000 and it will differ from country to country. Productivity must first increase in developed countries before real benefits can be reaped in developing countries. Where biotechnologies are applied to production destined for domestic markets, "demonstration effects" can stimulate developments in other countries. In this case, there is considerable scope for cooperation among developing countries. However, where the application of this new technology aims to increase productivity in the export sectors, successes in some countries could be at the expense of the market position of others. In such an event, international competition may endanger cooperation among developing countries, which seems necessary for the application of biotechnologies that are specifically suited to their interests.

Adapted from: http://www.fao.org/docrep/u3550t/u3550t0h.htm Retrieved 09/03/2018

Article (ii)

Benefits and Risks of Biotechnology
There are numerous discussions about the development and use of modern biotechnology, especially about the safety of genetically modified foods. Benefits for human health, as well as risks can be divided into four categories:

1. Benefits:
- Increased food safety
- Enhanced nutritional composition of foods
- Food with even more health benefits
- Reduction of certain chronic diseases related to diet

By the application of genetic engineering, organoleptic properties and expiration date of certain grains were able to improve. Delaying the rotting process of fruit and vegetables provides better quality, taste, colour and texture. With the help of genetic engineering it is possible to create foods with greater amount of minerals, vitamins and antioxidants. Also, by increasing crop yields deforestation is prevented and the most important for the developing countries, economic development is accelerated.

2. Risks:
- Allergies
- Toxicity
- Nutrient imbalance
- Decrease of food diversity

There are concerns that the use of genetic engineering in the food industry can increase sensitivity to certain allergens. In fact, the transfer of allergenic properties of donor can be transferred to recipient. Foreign genes can disrupt the balance of nutrients. The question is how these changes will affect: interaction of nutrients, interaction between nutrients and genes, metabolism and "strength" of nutrients.
By the production of genetically modified foods, different genes from different genetically modified organisms are transmitted in different ways. So far, this food is present in the market, because it is approved in many studies, so it is a little likely to endanger the life of man.

In order to determine the attitude to genetically modified products, we need to have in mind many facts, such as the rapid growth in world population, the available farmland, environment

and the characteristics of genetically modified food and its impact on human health. At the same time it takes extensive knowledge and multidisciplinary approach to this issue in order to take advantage of this technology, and to avoid negative consequences.

The development of biotechnology has enabled access to genetic information stored in chromosomes and opened the way for a new development. Products obtained by using biotechnology have the potential to positively affect the environment and to change human society. On the other hand, there is much still unknown and the possibility of misuse of scientific discoveries and unpredictable consequences of scientific research are reality. It is impossible to rule out the occurrence of bioterrorism. Therefore, the development of biotechnology brings up many unresolved issues, the questions of intellectual property and legal issues.

Adapted from: http://www.biotechnologyforums.com/thread-1926.html Retrieved 09/03/2018

Question 3:

Role of the media
Is the media free to fulfil its role in society? Discuss this view sing the articles given below to support your argument.

Article (i)

Role of media in our society *(Posted by Jayasree Roy on February 13, 2015 at 11:37am)*
The word 'media' is derived from the word medium, signifying mode or carrier. Media is intended to reach and address a large target group or audience. The word was first used in respect of books and newspapers, i.e. print media and with the advent of technology, media now encompasses television, movies, radio and Internet. In today's world, media becomes as essential as our daily needs. Media today is playing an outstanding role in creating and shaping of public opinion and strengthening of society.

Media is the sword arm of democracy. Media acts as watchdog to protect public interest against malpractice and create public awareness. Today when politicians are taking full advantage of their positions, an evil nexus of mafia and crime syndicate is making the life of the common man miserable, taxpayer's money is siphoned out for the personal gain of the influential and ordinary people are a mere spectator-media has a greater responsibility As the fourth pillar of democracy along with judiciary, executive and legislature, media of today has an all-embracing role to act against the injustice, oppression, misdeeds and partiality of our society.

From the days abode, media has remained an integral part of human civilization. From the days of Vedas and Upanishads to edicts of kings and emperors like Chandragupta, Asoka to the medieval Indian mass gatherings to the modern day's audio video and print media, media has always taken a pivotal role in shaping our society. During the days of freedom struggle newspapers like Tilak's Maratha, Mahatmaji's young India acted as a platform to place the demands of common Indian and to express solitude with freedom fighters. Indian media in post-independence era has grown up phenomenally and today comprises of more than 50,000 newspapers, hundreds of television and radio channels.

In this era of liberalisation, privatisation and globalisation (LPG) the world has reached our drawing room thanks to media. Since the introduction of television in our country in late 70's

visual media becomes a very potential tool in informing the current news to the society, entertaining the people and shaping up of public opinion. The World Wide Web and web 2.0 technologies have given rise to electronic media where even a common man can express views through Blogs, Website Posts, Facebook and Twitter like social media. Coupled with traditional print media all these audio video and social media caters to a richly diversified media industry in India.

Media helps in fighting against corruption, nepotism, cronyism of institutional machinery and carrying out relentless campaign against them. Way back in independent India from the Mundra Case to the Jeep Scandal to the Hawala Case to the kickbacks received in different defense deals- Indian media performs commendably in exposing the corrupted highly placed statesman. In recent scams from Commonwealth to 2G, exposed thanks to television and print media, media acted as a catalyst to government action compelling government to swing into action including suspending Ministers and putting ministers into jail. Who can forget the crusade taken by Indian media in the Nirbhaya rape case and shaping the public opinion in one of the most heinous crimes the world has ever witnessed. Without media, the news of government schemes and benefits would have never reached the target audience.

Read complete essay at: https://eokhardahreview.wordpress.com/2015/02/13/the-pen-is-mightier/
Retrieved 09/03/2018

Article (ii)

What role does mass media play in society?
Mass media as "communication—whether written, broadcast, or spoken—that reaches a large audience. This includes; television, radio, advertising, movies, the Internet, newspapers, magazines, and so forth" (Schaefer 2002, p. 137). Mass media is a significant force in modern culture. Sociologists refer to this as a mediated culture where media "reflects and creates the culture" (Beshaj, 2015). People are constantly bombarded with messages from a plethora of sources including Television, billboards, movies, and magazines, to name just a few.

These forms of media is that they are able to promote not only products, but moods, attitudes, and a sense of what is and is not important, or socially acceptable. This creates an issue when the messages being showcased are negative ones. This relates back to my first research question, as some of the negative messages showcased by the media in regards to body image are what influence, alter, and distort society's perception of beauty.

One of the roles that Mass media plays in society is that it makes possible the concept of celebrity: people could not become famous without the way that movies, magazines, and news media are able to reach across the globe on such a grand scale. Cliffnotes states that, in fact, "political and business leaders, as well as the few notorious outlaws, were famous in the past. Only in recent times have actors, singers, and other social elites become celebrities or 'stars'".

The current level of media prevalence has not always existed. Back in the 1960s and 1970s, television, for example, consisted of primarily three networks, public broadcasting, and a few local independent stations. The programming of these channels was primarily aimed at two-parent, middle-class families. Despite this, many middle-class households did not even own a television. In contrast, one can find a television in even the poorest of homes and multiple TVs in the homes of most middle-class families.

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The availability of televisions has increased significantly, but programming has also diversified, creating shows to aim people of all ages, incomes, backgrounds, interests, and attitudes. The internet has also increased the role of mass media in more recent days, as nearly all business and companies now make themselves available online. "Although TV and the Internet have dominated the mass media", the article states, "movies and magazines—particularly those lining the aisles at grocery checkout stands—also play a powerful role in culture, as do other forms of media". So what role *does* mass media play in today's society? Most will agree that mass media is a permanent part of modern culture.

https://thesociologyofmedia.wordpress.com/2012/05/22/what-role-does-mass-media-play-in-society/
Retrieved 07/03/2018

SECTION B: PROFESSIONAL WRITING

40 Marks

Answer **ONE** question only. Ensure that your response does not exceed **200** words.

Question 1
You are very upset with Manyonyoba Taxi Services. You and your friend had booked a taxi to take you to the airport where you were to catch a flight to Durban where you were to embark on your three week long cruise to Mumbai. The taxi broke down just after it reached the pickup spot. You called for another taxi but it did not arrive. As a result, you missed your flight and missed the cruise ship.

Write a letter to the President of Swaziland Commercial Amadoda Road Transportation Association (SCARTA) to lay a complaint about the service received.

Question 2
The consumers in your country are struggling as a result of the increase in taxes. Write a letter to the Minister for Finance describing the plight of consumers and suggest ways of improving their situation.