

Tutorial letter 101/3/2013

Fundamentals of Communication COM1501

Semesters 1 and 2

Department of Communication Science

IMPORTANT INFORMATION:

This tutorial letter contains important information
about your module.

BAR CODE

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1 INTRODUCTION

Dear Student

Welcome to COM1501, the introductory module to Communication Studies. We trust you will work diligently, and enjoy the module.

Communicative competence is a skill which can be developed. The purpose of Communication Studies — and this module (COM1501) in particular — is about motivating you to learn more about communication and its development in order to assist you in becoming actively involved in developing your communication competence. In order to achieve this, we will supply you with the theoretical knowledge necessary for understanding communication as a phenomenon. We will guide you to apply theory to practical, everyday communication experiences. You are also encouraged to question the material that you are studying, to think critically about it rather than merely accepting it uncritically. Remember, one of Unisa's main learning outcomes is to develop critical, academic thinkers. For this purpose, shortcomings of theoretical approaches are debated and questions about these aspects may be expected in assignments and the examinations.

Academic studies are presented in two semesters. The first half of the year can roughly be regarded as the first semester, and the second half of the year as the second semester. Some students think that when they register for the first time in a year, it is (their) first semester. It does not matter whether you are registered for the first time (irrespective of in which semester). What DOES matter is whether you have registered in Unisa's semester 1 or semester 2. You have to do and hand in the assignments applicable to the semester that you are registered in at Unisa.

The information contained in this tutorial letter is applicable to both semesters. The assignments for both semesters are also included in this tutorial letter, and this tutorial letter has important information that needs your urgent attention and notification.

All study material that you have received for this module **is important and applicable to the examination. There will be no further demarcation for examination purposes in this module.**

Please ensure that you **READ** this tutorial letter and that you familiarise yourself with the closing dates of assignments, since you have to meet certain requirements in order **to gain admission to the examination.**

Assignment 01 in each semester is **compulsory**. You **HAVE to** do assignment 01 of the semester for which you are registered and hand it in before the closing date **in order to gain admission to the examination**. If you neglect to hand in the compulsory assignment before the closing date, you will have to re-register for the module in the next semester.

There is no extension for the submission of assignments.

Assignment 02 contributes towards your semester mark and is automatically marked by computer on a pre-determined date.

We trust that you will enjoy working through the study material and that the content of the module will contribute towards enriching your life.

All students with disabilities (especially those with visual disability) must contact the module coordinator as soon as possible — telephonically or preferably via e-mail so that we can assist you.

CLOSING DATES FOR ASSIGNMENTS

SEMESTER 1

Assignment number	01	02
Closing date	11/03/2013	08/04/2013
Unique number	336477	219805

SEMESTER 2

Assignment number	01	02
Closing date	19/08/2013	16/09/2013
Unique number	211810	337235

Please use the following information as a reference guide for important study-related enquiries.

Fax number: 012 429 4150 / + 27 12 429 4150
 E-mail: info@unisa.ac.za or study-info@unisa.ac.za
 Online address: <http://my.unisa.ac.za>
 Unisa Website: <http://www.unisa.ac.za>
 All international Student and related enquiries international@unisa.ac.za

Prescribed Books Section

Telephone number: (012) 429 4152 E-mail: vospresc@unisa.ac.za

Description of enquiry (Send an SMS direct query with your name, student number/ID number and a short description of your query)	Short SMS code
Applications and registrations	43578
Assignments	43584
Examinations	43584
Study material	43579
Student accounts	31954
myUnisa myLife	43582

Academic departments cannot assist with enquiries related to ANY of these issues, since we do not have access to any of these administrative systems. Academics **cannot** assist you with

problems related to *myUnisa*, registration of assignments via *myUnisa*, problems with computer systems, outstanding study material, snail mail, SMS messages not sent by the module coordinator, services related to discussion classes, or any other administrative matters. We can only assist you with academic aspects related to the module that have a bearing on our teaching, assignments that we mark, and problems that you may experience with marks that were allocated or recorded.

2 PURPOSE OF AND OUTCOMES FOR THE MODULE

2.1 Purpose

COM1501 is an introductory module to communication studies aiming to equip students to communicate effectively. It is on NQF level 5 and bears 12 credits. The module introduces students the basic principles of communication, and it is assumed that students are already competent in terms of:

- the language of instruction
- the ability to learn independently from predominantly written material
- the ability to communicate what they have learnt comprehensively in the medium of instruction
- taking responsibility for their own progress with guided support

2.2 Outcomes

Once students have mastered the content of this module, they should be able to

- demonstrate a basic understanding of theoretical principles of communication
- integrate theoretical principles of communication, communication theories, communication concepts and skills in different types of communication contexts in real life settings
- demonstrate the necessary skills, attitudes and competencies to communicate effectively.
-

3 LECTURER(S) AND CONTACT DETAILS

3.1 Lecturer(s)

The lecturer responsible for this module is:

Professor EJ Terblanché
Module coordinator

Tel: (012) 429 3305

Fax: (012) 429 3346

E-mail: Terblej@unisa.ac.za

If you have queries about the content of the module, please contact the module coordinator.

Should you leave a message for the module coordinator to contact you, please make sure that the number that you leave is clear and that you are available, or that your telephone has a facility to receive messages. We cannot return the call if the number is inaudible or if we cannot write it down (i.e. if you rumble it off too fast) and we can unfortunately not try to contact you ad infinitum. When you contact the university, make sure that your student number, module code (COM1501), your postal address, telephone number and e-mail address (if you have electronic access), are at hand.

For the record: if you phone any member of staff in the Department of Communication Science, please allow the phone to ring long enough (for at least 20 seconds) so that you can leave a message (if we are unavailable). The phones of all staff members are connected to answering machines or automatically go to a cell phone if not answered within a specific time limit. The telephone system of the university automatically keeps record of ALL incoming and outgoing telephone calls. If you allege that you do not get hold of a particular lecturer, you have to indicate when which number was dialed and where you left a message. This information will enable us to take the matter up.

Please also note that we sometimes have to send you an urgent SMS message. If your cell phone detail is not available on the database, you do not get these messages. There is no other cost-effective means by which we can contact you and we urge you to please update this information regularly. We will not misuse this feature and are, by law, not allowed to make personal information known. All messages sent from the module coordinator, will be preceded by the module code and signed Prof T. Unisa lecturers cannot answer enquiries related to SMS messages received from any source other than those preceded by the module code.

3.2 Department

The address of our department is:

Department of Communication Science
TvW Building
7th floor Room 69

3.3 University

The postal address of the university is:

PO Box 392
UNISA
0003.

The physical address of the university is:

Preller Street
Muckleneuk
PRETORIA
0001

3.4 Contact with the university

You will find the contact detail of different departments in the brochure *my Studies @ Unisa*, which you received with your study material. If you did not receive this brochure and have access to internet, you will find the brochure on *myUnisa* under 'Resources'.

If you attend classes offered by any institution or presented by a tutor, please ask the lecturers involved to contact the module coordinator at Unisa. This contact is necessary to ensure that the correct information is conveyed and that your and our expectations are met.

3.4.1 Unisa contact via e-mail

Once you register, you are automatically assigned an e-mail address at Unisa. It consists of your student number@mylife.unisa.ac.za (in other words, 2841452@mylife.unisa.ac.za). Unisa will use this e-mail address when communicating with you. Please ensure that you also use this address when interacting with Unisa electronically, and always indicate which module the enquiry relates to. If you experience problems with your password or access to this e-mail address, please send an SMS to the relevant number (as per list above), and explain the problem in detail.

3.5 Unisa's need to contact you

Please note that we sometimes have to send you an urgent SMS message. If your cell phone detail is not available on the database, you will not get these messages. There is no other cost-effective means by which we can contact you and we urge you to please update this information regularly

4 MODULE-RELATED RESOURCES

COM1501 is based on one prescribed book, one study guide and a number of tutorial letters which you will receive in the course of the semester. You have to purchase the prescribed book. No other material or research is required.

Your study material (study guide and tutorial letters) will be provided by the Department of Despatch. Unisa will post any outstanding study material to you as soon as it becomes available. You can also determine the track-and-trace number(s) of your parcel(s) as well as the date on when the parcel(s) were submitted to the post office under the relevant option on *myUnisa*. Please note that we (as academic staff) do not have access to the system dealing with the dispatch of study material and can unfortunately not assist with any enquiries in this regard.

It is vitally important that you **READ your study material** and accept responsibility for your own studies. If you have, for example, an MCQ assignment consisting of 25 multiple-choice questions (MCQs) — as indicated in the heading of the assignment — but your study material contains less than the correct number of MCQs, you **IMMEDIATELY** have to Unisa. Please do not wait until you have submitted the assignment or until the feedback in a tutorial letter is available, because you will NOT be able to have a second opportunity to resubmit the assignment after the closing date of the assignment.

The correct study material is also available on *myUnisa* and you can access and print it.

4.1 Prescribed books

The **ONLY** prescribed book for this module is:

Steinberg, S. 2007. *An introduction to Communication Studies*. Cape Town:Juta.

It is of the utmost importance that **you purchase** the book as soon as possible, since both the assignments and the examination are based on the contents of the prescribed book. You cannot pass the examination if you use the study guide only. You need the prescribed book as well. **The university does not provide you with the prescribed book — you have to purchase it yourself.**

If the prescribed book is not obtained before the closing date of any assignment, it means that you will have to re-register for the module for the next semester and pay registration fees again. Please note: the ISBN number of the book changes with every reprint of the book. Make sure that the title and name of the author are correct when you purchase the book (it has a brown, white and green cover).

The brochure *my Studies @ Unisa* contains a list with names of official suppliers of books to the university. If you have difficulties in obtaining the prescribed book from the bookshops, you may contact The Registrar (Academic) at telephone number (012) 429-4152 for assistance. The e-mail address is vospresc@unisa.ac.za. Students in other countries can also make use of these services.

4.2 Recommended books

There are no recommended books applicable to this module.

4.3 Electronic Reserves (e-Reserves)

There are no e-Reserves applicable to this module.

4.4 Inventory letter

Upon registration you received an inventory letter together with the available tutorial matter. The inventory letter lists those items that you should have received on registration. Check the tutorial matter which you have received against the inventory letter. Should any of the items be missing or should any of the MCQ assignments have less than 25 questions per assignment, please follow the instructions on the reverse side of the inventory letter **immediately**.

Please check at your post office regularly (if that option is applicable for delivery of study material) and collect the study material as soon as possible. If you wait too long before you collect from the post office, they send the study material back to Unisa.

Please note: If you receive your study material too late in the semester, you will NOT be able to hand in the compulsory assignment before the closing date. This will result in your not being able to sit for the examination and you will have to pay and re-register for the module in the next semester AGAIN.

4.5 Study guide

The title of the study guide is:

University of South Africa. Department of Communication. 2007. *Communication: Only Study Guide for COM101X*. (Fundamentals of Communication). Pretoria.

The codes COM101X and COM1501 both relate to the module. The code was initially COM101X but the university has recently changed the code to COM1501. The new code will be reflected on the study guide once it has been revised.

The study guide is exactly what its title suggests — a guide that will help you to study the module and pass the examination. We cannot rewrite the prescribed book and represent it as a study guide. That is unethical. The study guide should be used **together with** the prescribed book and you are urged to work through the study guide and prescribed book when doing

assignments and preparing for the examination. You will find some answers to self-activity questions in the study guide, others you have to work out yourself. If you need help with any questions, please contact the module coordinator.

The study guide was revised in 2006. Although every precaution has been taken to ensure that we provide correct details, errors may occur in the study guide. If you spot errors, please send an e-mail or fax to the module coordinator and indicate them (what they are or where they occur). Your cooperation will ensure that we deliver the best product the next time we revise the guide.

4.6 Tutorial letters

Tutorial letters form an integral part of the prescribed study material for examination purposes, and address matters that some of you may find difficult to comprehend. We also use tutorial letters as a means of "talking" to you, and to give feedback on assignments. **READ**, study and keep them safely – you receive only one set.

The tutorial letters for this module all have the code *COM1501* printed in the top right-hand corner. Each tutorial letter has its own number, starting with 101 (this one), then 102, 103 and so forth. The tutorial letter which you are reading now is the first tutorial letter (101). You will be receiving a few more tutorial letters during the semester. After each assignment you will receive a tutorial letter with feedback on that assignment. Tutorial letters also contain information on the contents and presentation of discussion classes, feedback on problems experienced by some of the students and guidelines for the examination. All tutorial letters are posted on *myUnisa* (under the Study material option) as well and are thus available electronically.

After the closing dates of each assignment, you should receive a tutorial letter. Be on the lookout for this tutorial letter and if you do not receive it within two months after the closing date of an assignment, obtain it from *myUnisa* or **immediately** phone the Department of Despatch to inquire about the delay.

The study guide can also be accessed on *myUnisa* under the heading dealing with study material. If you experience problems in accessing or printing study material via *myUnisa*, please send a SMS to 43579 and ask for help. Ensure that you provide extensive detail about the nature of the problem experienced.

Also take note of the important information in Tutorial Letter CMNALLE/301. It is a generic tutorial letter sent to all students registered for modules in Communication Science. Please remember that information provided by lecturers in the 101 Tutorial Letter in each module takes precedence over that in CMNALLE/301 with regard to specifics related to the module. If you are unsure of what exactly has to be done, either phone or send an e-mail enquiry to the module coordinator. A posting (your enquiry) can also be posted on *myUnisa*. All registered students participating on *myUnisa* will then benefit from the enquiry and response.

If you phone us about any matter already addressed in a tutorial letters we will **not** respond to your query, but refer you to the specific tutorial letter. We do this in order to ensure that you **READ** all your study material. Similar enquiries posted on *myUnisa* will be treated in similar fashion, since repetition of information that has already been provided, leads to huge frustration of those students who have studied the study material.

4.7 Discussion class/Video conference

We may present at least one discussion class for COM1501 in each semester. Extensive details (with regard to the nature of the class, venues nearest to you, and time slots applicable) will be made known later in the semester in a separate tutorial letter. The discussion class will also be announced on *myUnisa*. A short SMS may also be sent.

You do not have to make a reservation to attend any discussion class. You do, however, have to determine and understand the nature of the discussion class. Is it a face-to-face class or a video conference?

In face-to-face classes the lecturers attend and present a class at the regional office, such as in Durban and/or Cape Town. During a video conference the lecturer is situated in Pretoria. You will determine (by checking the list of video conference venues in the relevant tutorial letter) which venue is nearest to you, at which time and on which date the class is presented, and you attend the broadcast at that venue. In the event of a discussion class being presented via video conference, it is suggested that you contact the venue where you would like to attend the class and make sure that the particular venue will in fact broadcast the class.

Please note: The list of venues where discussion classes are broadcast will be made available in one of your tutorial letters. You should use this specific tutorial letter and determine which venue is nearest to you and attend the class presented or re-broadcast at that venue.

The contents of any discussion class will be included in a follow-up tutorial letter, and will be posted on *myUnisa* (under *Additional Resources*) as well.

5 STUDENT SUPPORT SERVICES FOR THE MODULE

The brochure *my Studies @ Unisa* contains important information, such as guidelines in terms of time management, planning skills, and guidelines with regard to the examination and preparation for the examination. The brochure also contains an A–Z guide of the most relevant study information. The following important information is for example available in *my Studies @ Unisa*:

Doing assignments
Financial assistance
Logging on to myUnisa
Planning of studies
Tutors

Effective study methods
Library information
Plan and write examination
Student Disciplinary Code

5.1 Participating on myUnisa

myUnisa is an electronic forum where students interact with the lecturers and other students. Important information and announcements are often made on *myUnisa*, since this is the most effective and quickest measure to reach students. Some important announcements are followed by an SMS to those students whose cell phone numbers Unisa has on record.

Students also post their needs on *myUnisa* (via the discussion forum), such as inviting other students to join and form discussion groups, exchange questions relating to study material, assignments, marks for assignments and also ask questions of importance to students. Study material is also available on *myUnisa* (under the Study material option) and the discussion class notes are posted here under the option Additional Resources. All information and documents

posted on *myUnisa* is available as soon as it has been posted here and there are no postal delays in obtaining that information. It can simply be accessed or printed from *myUnisa*.

To study at Unisa by means of distance education is a bigger challenge for some students than for others. That is because of differing reasons and circumstances. Many students underestimate the fact that distance education mainly takes place after hours, you work in isolation and no physical classes are presented every day. Another complication is the fact that many students work full time and find it difficult to strike a balance between work, family, social and study responsibilities.

According to Schmidt, Cohen-Schotanus, van der Molen, Splinter, Bulte, Holdrinet en van Rossum (2010:288) it is important for students to feel socially and academically part of the curriculum. They refer to Tinto's theory on student integration and concluded that integration takes place easily when students have peers who also study, and if the curriculum provides opportunity to discuss and debate subject content. These opportunities eliminate the possibility of dropping out, and universities have a responsibility to create, promote, and maintain greater educational cooperation amongst students. That is mainly why Unisa has provided the *myUnisa* forum.

You are strongly advised to register on *myUnisa* if you have electronic access, since it is believed that students who do use this facility have an advantage over those who do not use it. It is also encouraging to liaise with fellow students and this feature helps to encourage those who sometimes need a little support and encouragement. Join today! The easy step-by-step instructions are available in Tutorial Letter CMNALLE/301/2013.

5.2 Extra classes — tutors

Lecturers in the department do not offer additional face-to-face classes. If you attend classes offered by any other institution or presented by a tutor, please ask those lecturers involved to contact the module coordinator. This contact is necessary to ensure that the correct information is conveyed and that your and our expectations are met.

5.3 E-tutors or face-to-face tutoring

E-tutoring services will be offered to all first-level students as from 2013. More information will be made available at registration, or as soon as it becomes available. Please see regular updates and postings on *myUnisa* as well.

6 MODULE-SPECIFIC STUDY PLAN

It is important that you draw up a study plan to accommodate all the modules that you have registered for. Please make sure that you list all the closing dates for submission of assignments, examination dates, discussion classes, and other important deadlines. Then determine when you will study on which subject. Also make provision for time to revise work already done, and allow enough time to prepare for the examination in each of the modules that you are registered for.

You can also use the *Schedule* function on myUnisa since myUnisa already contains markers on dates relevant to each module (such as discussion classes and assignment closing dates).

7 MODULE PRACTICAL WORK AND WORK-INTEGRATED LEARNING

There is no practical work applicable to this module.

8 ASSESSMENT

8.1 Assessment plan

Assessment in this module is done by means of the computer marking both the MCQ assignments and examination answers on a pre-determined date. If you hand any assignment in after the closing date, the assignment will not be marked. Your assignment will be returned unmarked, and you will have to do self-evaluation against the feedback in the follow-up Tutorial Letter.

8.2 General assignment numbers

Every assignment has a specific number. The first assignment should be numbered 01, the second assignment as 02. Please ensure you always have the correct assignment number inserted on the mark-reading sheet for each specific assignment.

8.3 Unique assignment numbers

Each assignment has a unique assignment number. That unique assignment number links your mark-reading sheet to our subject code. Please ensure you always have the correct unique assignment number inserted on the mark-reading sheet for each specific assignment.

8.4 Submission of assignments

Both assignments can be submitted to the university either by snail mail or electronically via *myUnisa*. Please do NOT wait until the last date to submit assignment electronically. Irrespective of whether your computer breaks down or whether it has a virus, it remains your responsibility to ensure that the assignment reaches Unisa in Pretoria on time. Assignments may **not** be submitted to lecturers by fax or e-mail. Any assignment can be submitted via *myUnisa* only once. Should you make an error and only submit part of an assignment via *myUnisa*, or if *myUnisa* indicates the submitted assignment has been cancelled, you will have to take the matter up with the Assignment section.

You are invited to participate in the online forum, *myUnisa*. This forum contains a number of features such as interaction with other students and lecturers, study information, electronic information on assignments, study groups, the library, registration, admission, graduation, learner support, an e-bookshop and frequently asked questions (FAQs). There is interaction amongst students. Students assist one another with problems experienced in the assignments and motivate one another on the forum. The forum has become an important mechanism to use in cases where students have difficulty contacting lecturers. It keeps lecturers abreast of problems which students experience, and enables us to offer electronic support.

Follow the instructions in CMNALLE/301/2013 to participate on this forum — it's worth it.

To submit an assignment on *myUnisa*:

- Go to *myUnisa*
- Log in with your student number and password
- Select the module from the orange bar
- Click on assignments in the left menu
- Click on the assignment number you want to submit
- Follow the instructions.

8.4.1 Submitting assignments via myUnisa

The following information has been made available by the Assignment section and can only be used by students who have registered as users on *myUnisa*.

Find the course code

- 1 Find the course code of the assignment you want to submit in the **Course** column
- 2 Find the corresponding number of the assignment, e.g. 2 in the **Ass.No.** column
- 3 To save time online, you should have the answers to your assignment ready beside you (and preferably have a hard copy as well)
- 4 Click on the **Submit** link in the **Action** column next to the assignment number.

Step 1: Enter the total number of questions required for the assignment

Enter the **total** number of questions for your assignment in the **Number of Questions** field
Click on the **Continue** button.

Step 2: Fill out multiple-choice question answers

- 5 The number of questions requested in the previous step will now be displayed with five answer options next to each question. Please note that **each row** represents a question in your assignment.
- 6 Click on the **radio button** [the small circle] that corresponds to your answer for that question
- 7 Click on the **Continue** button to move to step 3
- 8 If you want to restart the assignment, click on **Clear Form** to remove all your selections and start from new.

Step 3: Verify the answers to your multiple-choice assignment

This screen presents a summary of all your answers. Use it as a final **check**.

- 9 Click on the **Continue** button to submit your assignment. If you do not click Continue, no submission action will take place
- 10 If you want to redo the answers to the assignment, click **Back** to go back to the previous step.

Step 4: Assignment submission report

This is your **proof** that your assignment was submitted. It is advisable to **print** this page for your record purposes.

- 11 Click on the **Return to Assignment List** button to go back to the Assignment overview screen.

If the Assignment section requests you to resubmit a MCQ assignment, you need to take note of the following and then follow these steps:

Conditions for resubmission of an assignment

- 1 The resubmission process now replaces the previous “cancellation request” process
- 2 Only assignments that were submitted online can be resubmitted. Assignments placed in assignment boxes or mailed to Unisa, **do not** qualify for online resubmission
- 3 You will only be allowed to resubmit an online assignment if that assignment has not been processed for marking. Also, be aware of the due date for each assignment
- 4 Resubmission of an assignment **replaces** your previous file. You **cannot** revert back to a previous assignment submission
- 5 There is a limit on the number of times you will be able to resubmit the same assignment.

Find the course code

- 6 Find the course code of the assignment you want to resubmit in the **Course** column
- 7 Find the corresponding number of the assignment, e.g. 1 in the **Ass.No.** column
- 8 To save time online, you should have the answers to your assignment ready beside you (as well as a hard copy thereof)
- 9 Click on the **Resubmit** link in the **Action** column next to the assignment number
- 10 If the Action link has changed to **Closed** you will **not be able** to resubmit the assignment.

Step 1: Enter the total number of questions required for the assignment

- 11 Enter the **total** number of questions for your assignment in the **Number of Questions** field
- 12 Click on the **Continue** button.

Step 2: Fill out multiple-choice question answers

The number of questions requested in the previous step will now be displayed with five answer options next to each one. Please note that **each row** represents a question in your assignment.

- 13 Click on the **radio button** [the small circle] that corresponds to your answer for that question
- 14 Click on the **Continue** button to move to step 3
- 15 If you want to restart the assignment, click on **Clear Form** to remove all your selections and start from new.

Step 3: Verify the answers to your multiple-choice assignment

This screen presents a summary of all your answers. Use it as a final **check**.

- 16 Click on the **Continue** button to submit your assignment. If you do not click Continue, no submission action will take place
- 17 If you want to redo the answers to the assignment, click **Back** to go back to the previous step.

Step 4: Assignment submission report

This is your **proof** that your assignment was submitted. It is advisable to **print** this page for your record purposes.

- 18 Click on the **Return to Assignment List** button to go back to the Assignment overview screen.

In the event of your experiencing problems with the submission of assignments via *myUnisa*, please send a SMS to 43582 and ask for assistance. Ensure that you provide exact detail of the nature of the problem experienced.

Take note: Should there be any problems with the marking of any assignment, or with the marks awarded, an error on the mark scheme or in the marking process, information about the matter will be posted on *myUnisa* under *Announcements*, and a SMS will also be sent to all registered students.

8.5 Due dates for assignments

The closing dates are the dates on which your assignments should be at the main campus of Unisa in Pretoria. It is unacceptable to claim that your assignment was handed in at the regional office on a specific date — the mail from a regional centre can take up to a week to reach the main campus.

Please note: if the university announces that they have extended the submission date of assignment 01, our published date for submission of assignment 01 stands. We urge you to adhere to the published date as per this tutorial letter, since that is the only way in which we can ensure that we meet our deadlines and are able to return the marked assignments to you before the examination.

SEMESTER 1

Assignment number	01	02
Closing date	11/03/2013	08/04/2013
Unique number	336477	219805

SEMESTER 2

Assignment number	01	02
Closing date	19/08/2013	16/09/2013
Unique number	211810	337235

8.6 Assignments

Two assignments are set in each semester. You have to complete the assignments set for the semester applicable to the semester for which you have been registered. All assignments have a unique assignment number and you have to ensure that the correct unique assignment number is on the mark-reading sheet of each assignment.

Both assignments consist of 25 MCQs each. Each of these assignments has to be completed on a mark-reading sheet (in pencil), and has to have the correct module code and unique assignment number clearly stated on the mark-reading sheet. Both these assignments have to be at Unisa in Pretoria on or before their respective due dates because MCQ assignments are marked by computer on pre-determined dates.

You can accumulate up to 10% of your semester mark before the examination by handing in assignment 02 (in both semesters). If you, for instance score 60% for Assignment 02, then 6% will contribute towards your final mark. The accrual of a semester mark is only applicable to assignments which are received before the closing dates and which are subsequently marked.

NOTE: If you work through the questions in the assignments, you will note that almost all the sections in the syllabus and all study units are covered. This should indicate that it is important to study all study material and the prescribed book and not to deem some sections more important than others. It should also indicate that the format used in the examination will be similar, with MCQ questions covering all the study units.

8.7 Assignments for Semester 1

8.7.1 Assignment 01: **CLOSING DATE 11 March 2013**

UNIQUE ASSIGNMENT NUMBER: 336477

This assignment consists of 25 MCQs. Use a **pencil** and mark-reading sheet to complete the assignment. This assignment is automatically marked by a computer. If you do not enter the unique assignment number on the mark-reading sheet, or complete the mark-reading sheet in pencil, the computer will NOT be able to mark your assignment.

Refer to the information in Tutorial Letter CMNALLE/301/2013 for a discussion on how to approach and complete MCQs.

Each MCQ has only ONE correct answer.

If you come across any errors in any of the MCQ assignments, please complete the assignment and bring the error to the attention of the module coordinator in writing (either via e-mail or fax). Please be as specific as possible, and if you think a particular key is incorrect, indicate which key you think is correct and why.

QUESTIONS

- Q1 Communication problems can be solved by
- (1) teaching people to master technology
 - (2) giving people insight into the communication phenomenon
 - (3) making contact and sharing meaning with others
 - (4) recovering and disseminating information
- Q2 The most recent stage of human communication is the age of
- (1) speech and language
 - (2) writing
 - (3) information
 - (4) electronic mass media
- Q3 Which of the options below can be regarded as one of the major implications of the Internet? The Internet
- (1) creates a deeper need for the understanding of communication
 - (2) narrows gaps for those who cannot afford and use it
 - (3) extends and enhance social contact by decreasing stress
 - (4) isolates people by replacing immediacy and face-to-face warmth
- Q4 Identify the option below that enabled people to record traditions, customs and ceremonies.
- (1) Cave paintings
 - (2) Age of speech and language
 - (3) Information age
 - (4) Age of print
- Q5 Identify the option which contains the most comprehensive list illustrating Packard's needs. The need for
- (1) survival; creative outlets; sense of power; immortality
 - (2) sociality; immortality; safety; ego gratification
 - (3) safety; roots; love objects; creative outlets
 - (4) love objects; creative outlets; ego gratification; sense of power
- Q6 A number of factors can play a role in determining which research method to use when one wants to conduct research.
- Which of the following research methods would be most suitable when the South African Broadcasting Corporation decides to use a questionnaire to determine how many people watch *Generations*?
- (1) A content analysis
 - (2) Field research
 - (3) Survey research
 - (4) Historical research

- Q7 Which ONE of the following options represents a safety need? To
- (1) be a leader of a prominent dance group
 - (2) compose praise songs
 - (3) belong to a trade union
 - (4) work at the church and help the needy with food and clothes
- Q8 Identify the encoder of messages.
- (1) listener
 - (2) reader
 - (3) writer
 - (4) viewer
- Q9 A graphic presentation of a set of concepts that guides understanding of a complex issue describes a
- (1) code
 - (2) sign
 - (3) model
 - (4) symbol
- Q10 Which of the following is NOT a component of the transactional model of communication?
- (1) Circumstances
 - (2) Empathy
 - (3) Noise
 - (4) Feedback
- Q11 “If a recipient does not understand a message exactly as it was intended by the communicator, then the communication is regarded as a failure.”
- Which view of communication does this statement best illustrate?
- (1) linear
 - (2) interpersonal
 - (3) transactional
 - (4) interactive (process)
- Q12 Identify the most comprehensive option containing dimensions of communications.
- (1) Verbal; formal; intentional; oral
 - (2) Meaning; verbal; unintentional; non-verbal
 - (3) Medium; written; context; decoding
 - (4) Encoding; feedback; informal; verbal

Q13 Identify the option that contains the most comprehensive list of components of the communication process.

- (1) Context; meaning; medium; intentional
- (2) Communicator; interpretation; feedback; noise
- (3) Interpretation; communicator; sign; non-verbal
- (4) Communicator; channel; message; formal

Read the scenario below and then answer question 14.

Lerato steps on to the mine premises where she works as an engineer and smiles at her supervisor, who has also just arrived at work. After getting some coffee, she goes to her office. The headline of the daily newspaper, the *Sowetan*, catches her eye and she scans the front page article. While reading, she is called to a meeting that has been called to discuss the entrapment of mine workers underground — newspaper articles are claiming negligence by the mine company. At the end of the meeting, Lerato is asked to act as spokesperson for the company at a media conference to be held later that day.

Q14 Identify the option which reflects all the communication contexts in which Lerato was involved.

- (1) Interpersonal, small-group and mass communication
- (2) Intrapersonal, interpersonal and small-group communication
- (3) Intrapersonal, small-group and mass communication
- (4) Intrapersonal, interpersonal; small-group and mass communication

Q15 Which of the following options are correct?

Gombrich's theory of perception of the arts explains

- (a) why two people may interpret a painting in different ways
 - (b) that the artist's culture influences his/her painting style
 - (c) that perception is a physical or mechanical act
 - (d) how art satisfies the need for creativity
-
- (1) a c d
 - (2) a b
 - (3) a b d
 - (4) a b c

Read the scenario below and then answer the questions 16 and 17.

Daniël is president of the Students' Representative Council (SRC). The SRC has been demanding that the management of the university write off outstanding student debt. They soon realise that the university is not going to meet this demand and feel they have no choice but to ask the students to go on strike. Daniël invites a member of the university's management team to debate the advantages and disadvantages of going on strike.

- Q16 What type of listening are the members of the SRC involved in at the meeting?
- (1) listening for information
 - (2) discriminative listening
 - (3) critical listening
 - (4) reflective listening
- Q17 The main purpose of the meeting is to the members.
- (1) inform
 - (2) persuade
 - (3) instruct
 - (4) distract
- Q18 Perception can be described as a/an of the world.
- (1) unique and subjective view
 - (2) accurate and unique representation
 - (3) objective, yet accurate description
 - (4) subjective, yet accurate description
- Q19 Identify the option with the most comprehensive list to illustrate methods that help retention of information.
- (1) Focus attention; listen to retain information; forming associations; take notes
 - (2) Listen to retain information; forming associations; take notes; anticipate what is coming
 - (3) Show that you are listening; take notes; listen to retain information; forming associations
 - (4) Listen to analyse content; listen reflectively; show that you are listening; listening to understand ideas
- Q20 The clenching of a fist can mean different things to different people. Which option describes the type of meaning we attach to this gesture (clenching of a fist)?
- (1) Shared
 - (2) Denotative
 - (3) Connotative
 - (4) Objective
- Q21 You have just received some news which makes you wonder whether it can be true. If you have a frown on your face and your lips are pouted, which kind of non-verbal communication are you displaying?
- (1) an affect display
 - (2) eye contact
 - (3) haptics
 - (4) an illustrator

- Q22 When you say, “The margin to be used here should be four centimetres wide”, and then indicate this distance by holding your finger and thumb a centimetre apart, your non-verbal communication can be classified as a/an
- (1) emblem
 - (2) illustrator
 - (3) affect display
 - (4) regulator

Read the story below and answer question 23.

Petrus was rushing off to the discussion class for Communication Science when he noticed a well-built lady in a very short red skirt (1). “Wow! I hope she’s attending the same discussion class,” he thought to himself (2). He settled down in the back row of the lecture hall and looked around to see if he could spot the lady in the red skirt (3). A few minutes later the lecturer arrived and raised her eyebrows in surprise when she saw how full the lecture hall was (4). She cleared her throat and said, “Good morning, ladies and gentlemen” (5).

- Q23 Which non-verbal code is illustrated in sentence (3)?

- (1) Proxemics
- (2) Facial expression and eye contact
- (3) Paralanguage
- (4) Personal appearance

- Q24 Regulators are

- (1) indicators of how we feel
- (2) non-verbal pictures that reinforce words
- (3) subtle signs used to control the give-and-take of conversation
- (4) non-verbal ways of adjusting to a communication situation

- Q25 Artefacts

- (1) convey messages by means of touch
- (2) have to do with communication related to the use of space
- (3) refer to personal items we wear or keep close to us
- (4) are applicable when the phone rings three o’clock in the morning

TOTAL: 25

8.7.2 Assignment 02: CLOSING DATE 8 April 2013

UNIQUE ASSIGNMENT NUMBER: 219805

This assignment consists of 25 MCQs. Use a **pencil** and mark-reading sheet to complete the assignment. This assignment is automatically marked by a computer. If you do not enter the unique assignment number on the mark-reading sheet, or complete the mark-reading sheet in pencil, the computer will NOT be able to mark your assignment.

Refer to the information in Tutorial Letter CMNALLE/301/2013 for a discussion on how to approach and complete MCQs.

Each MCQ has only ONE correct answer.

If you come across any errors in any of the MCQ assignments, please complete the assignment and bring the error to the attention of the module coordinator in writing (either via e-mail or fax). Please be as specific as possible, and if you think a particular key is incorrect, indicate which key you think is correct and why.

QUESTIONS

- Q1 Consider the list below and identify the stage in the development of human communication that can be regarded as the first major revolution in communication becoming available to human beings.
- (1) Cave paintings
 - (2) Age of speech and language
 - (3) Age of writing
 - (4) Information age
- Q2 Identify the most comprehensive option below that represents mass media.
- (1) Bioscope, television, films
 - (2) Radio, films, Internet
 - (3) Newspapers, television and films
 - (4) Radio, television, newspapers, Internet
- Q3 One of the main benefits of the printing press was that it allowed for
- (a) large amounts of information to be stored
 - (b) enabled people to become literate
 - (c) made the transportation of communication/media portable
 - (d) no longer required copying of manuscripts by craftsmen and monks
- (1) a b c
 - (2) b d
 - (3) c d
 - (4) a b c d
- Q4 Identify the electronic medium that has the characteristic of combining words, videos, graphics and sound.
- (1) E-mail
 - (2) Newsgroup
 - (3) Chatroom
 - (4) World Wide Web

- Q5 Advertisers use advertisements to try and get us to purchase their products. Which of the following purposes of communication is illustrated here?
- (1) Physical and psychological need
 - (2) Establishing a relationship
 - (3) Persuasion
 - (4) Decision making
- Q6 According to Maslow's hierarchy of needs, the need to respect oneself is the need relating to
- (1) esteem
 - (2) self-actualisation
 - (3) socialisation
 - (4) survival

Read the scenario below and answer the question that follows.

Your company has decided to send you to Iceland for a year with a view of expanding company business. You feel extremely lonely, being far away from family and friends, not being able to socialise with locals because you do not feel comfortable with their language yet. In order to satisfy you're longing for South Africa and your own people, you regularly order South African products (such as Mageu, meliemeal, koeksisters, Ouma rusks, chutney and All Gold tomato sauce) via a website.

- Q7 Considering the hidden needs of Packard, you are trying to fulfil the need for
- (1) creative outlets
 - (2) love objects
 - (3) emotional security
 - (4) roots
- Q8 A is a word to which all scientist in a particular field assign the same meaning to ensure that everyone will have the same understanding thereof.
- (1) concept
 - (2) model
 - (3) view
 - (4) verbal communication
- Q9 The definition that communication is a reciprocal, transactional process in which messages are exchanged, where meaning is negotiated and where relationships are established and maintained is an example of the definition of communication.
- (1) technical
 - (2) transactional
 - (3) meaning-centered
 - (4) theoretical

- Q10 Assigning meaning to a message, is known as
- (1) a code
 - (2) medium
 - (3) decoding
 - (4) frame of reference
- Q11 Anything that interferes with the success of communication by distorting the message so that it is received differently than intended, is known as ...
- (1) a sign
 - (2) a channel
 - (3) noise
 - (4) meaning
- Q12 Identify the option below that indicates the biggest limitation of models used in communication. Models
- (a) provide simplified pictures
 - (b) only represent and emphasis specific aspects of communication
 - (c) never highlight the complexity of communication
 - (d) never address the human aspect of communication
- (1) a
 - (2) a b
 - (3) c
 - (4) c d
- Q13 How social conditions that influence the way people interpret their circumstances relates to the theory
- (1) critical
 - (2) message production and reception
 - (3) social and cultural reality
 - (4) systems
- Q14 When 3-12 people are involved in communication, it is known as the context of communication.
- (1) public speaking
 - (2) small-group
 - (3) mass-
 - (4) small-group
- Q15 When the postmaster eventually comes out and asks everyone to be patient since the computer system is currently down, the context of communication is applicable.
- (1) mass-
 - (2) social
 - (3) public
 - (4) interpersonal

- Q16 According to Schramm's model of communication, communication is important due to the
- (1) feedback
 - (2) meaning
 - (3) dynamic interaction
 - (4) reciprocal process
- Q17 Identify the theorists whose communication models depict a sequential process by defining each of communication components.
- (1) Schutz and Lasswell
 - (2) Lasswell and Shannon and Weaver
 - (3) Lasswell and Schramm
 - (4) Schramm and Shannon and Weaver
- Q18 An important aspect of the communication model of Schramm was that the recipient and communicator had to
- (1) send and receive clear messages
 - (2) eliminate noise in the channel
 - (3) share common background, language and culture
 - (4) say something to whom with an effect
- Q19 Dyadic communication refers to communication between
- (1) two people from a small group of people
 - (2) people representing various cultures
 - (3) with oneself
 - (4) when more than 12 people are involved

Read the scenario below and answer the question that follows.

After a long and hard day at the office, you decide to pour yourself a drink, take the book that you intended to read over the holiday, turn on the radio to provide company in the background, and park yourself on the couch. It is not long before you are engrossed in the book — you do not even hear the news bulletin read on the radio read at 19:00 **(1)**. In the book you find some descriptions of scenes that do not appeal to you at all — as a matter of fact these descriptions contradict your beliefs and values and you decide to skip all the pages that relate to these descriptions **(2)**. At 21:00 the weather forecast is read just after the news bulletin and you put the book down to pay full attention to the detail **(3)** since you need to decide whether it will be possible for you to go to work on your motorcycle or not (if it rains, you obviously cannot).

- Q20 Identify the stage in the perception process which is represented by **(3)** in the scenario.
- (1) Selective exposure
 - (2) Selective attention
 - (3) Organisation
 - (4) Selection

- Q21 Our ability to assign the intended meaning to the content of a verbal message is known as a message correctly.
- (1) sensing
 - (2) understanding
 - (3) remembering
 - (4) responding
- Q22 Body movement, gestures, posture, facial expressions and eye contact fall into the category of nonverbal communication known as
- (1) proxemics
 - (2) chronemics
 - (3) personal appearance
 - (4) kinesics
- Q23 The spatial zone is represented by a distance of about 45 cm — 120 cm between participants.
- (1) Personal
 - (2) Intimate
 - (3) Social
 - (4) Public
- Q24 Emoticons are nonverbal cues used in written communication. Identify the emoticon that you would use when you want to illustrate crying in an e-mail message.
- (1) :)
 - (2) ;)
 - (3) :(
 - (4) :P
- Q25 Advertisements use various creative concepts, pictures or people to draw the attention of the public to a specific product. The fact that Lukas Radebe is used in advertisements to promote the World Cup Soccer of 2010 is an example of the function of language because the communication is oriented towards influencing the recipient of the message in the advertisement.
- (1) poetic
 - (2) phatic
 - (3) conative
 - (4) expressive

TOTAL: 25

8.8 Assignments for Semester 2

8.8.1 Assignment 01: CLOSING DATE 19 August 2013

UNIQUE ASSIGNMENT NUMBER: 211810

This assignment consists of 25 MCQs. Use a **pencil** and mark-reading sheet to complete the assignment. This assignment is automatically marked by a computer. If you do not enter the unique assignment number on the mark-reading sheet, or complete the mark-reading sheet in pencil, the computer will NOT be able to mark your assignment.

Refer to the information in Tutorial Letter CMNALLE/301/2013 for a discussion on how to approach and complete MCQs.

Each MCQ has only ONE correct answer.

If you come across any errors in any of the MCQ assignments, please complete the assignment and bring the error to the attention of the module coordinator in writing (either via e-mail or fax). Please be as specific as possible, and if you think a particular key is incorrect, indicate which key you think is correct and why.

QUESTIONS

Q1 Alphabetical codes (or letters) allow us to transmit messages when other means of communication are impractical. If the phonetic alphabet can be used to clarify individual letters in radio messages, which form of communication is used in military signalling?

- (1) Semaphore
- (2) International Code of Signals
- (3) Flag alphabet
- (4) Finger spelling

Q2 Consider the options below and identify the most comprehensive list.

The internet is also referred to as

- (a) a network of networks
- (b) a universal library
- (c) the world's first commercial democracy
- (d) a system allowing computers and programmes to communicate directly

- (1) a
- (2) a b
- (3) b c
- (4) b c d

- Q3 This stage in the development of human communication is said to have “marked the start of the modern world. To which stage mentioned below can this statement be accredited to? The
- (1) era of writing
 - (2) era of speech and language
 - (3) electronic mass media
 - (4) age of printing

Read the scenario below and answer the question that follows.

Your partner is involved in the 2010 world cup soccer. This requires that (s)he be away from for long hours of the day and sometimes requires visits abroad. You have to take care of the children while also fulfilling a full-day job. After serious consideration and discussion with your partner, you decide to ask your manager to look into the possibility of your working from home.

- Q4 Identify the option that best described the outcome that you desire. Your request relates to
- (1) videoconferencing
 - (2) telecommuting
 - (3) telephone conferencing
 - (4) audioconferencing
- Q5 Men have discovered that it is acceptable for them to also use moisturiser on their skins. The manufacturer advertising this product aimed at men is addressing the need (in terms of Packard’s hidden needs)?
- (1) love objects
 - (2) emotional security
 - (3) immortality
 - (4) ego gratification
- Q6 The fact that people buy products which symbolise or promise physical safety deals with Packard’s need for
- (1) assurance of worth
 - (2) emotional security
 - (3) sense of power
 - (4) love objects

Read the scenario below and answer the question that follows.

Your company has decided to send you to Iceland for a year with a view of expanding company business. You feel extremely lonely, being far away from family and friends, not being able to socialise with locals because you do not feel comfortable with their language yet. In order to satisfy you’re longing for South Africa and your own people, you regularly order South African products (such as Mageu, mieliemeel, koeksisters, Ouma rusks, chutney and All Gold tomato sauce) via a website.

Q7 Considering the hidden needs of Packard, you are trying to fulfil the need for

- (1) creative outlets
- (2) love objects
- (3) emotional security
- (4) roots

Q8 Ethnographic research means that the researcher will have to

- (1) distribute questionnaires to participants
- (2) study artefacts and publications
- (3) live amongst people to observe their behaviour
- (4) conduct focus group interviews

Q9 Consider the list below and identify the characteristic(s) which relate to the technical view of communication.

From a technical point of view communication can be regarded as

- (a) a concern for accuracy, clarity, efficiency of communication
- (b) the concentration on tools that improve efficient communication
- (c) a linear sequence of events
- (d) the transmission of messages from one person to another

- (1) a
- (2) a c
- (3) b d
- (4) a b c d

Q10 A job interview is an example of communication.

- (1) formal
- (2) informal
- (3) written
- (4) unintentional

Q11 A photograph can be regarded as the of communication.

- (1) medium
- (2) code
- (3) signal
- (4) channel

Q12 While you were dining in an Italian restaurant, the waiter used strange (Italian) words. You could not understand what (s)he was saying and this is regarded as noise.

- (1) semantic
- (2) internal
- (3) physical
- (4) external

- Q13 The most important characteristic of the transactional model of communication which differentiates it from any other model of communication is that with the transactional model
- (a) there is a one-way flow of information
 - (b) there is no feedback
 - (c) participants are simultaneously negotiating meaning
 - (d) communication is seen within the context of a relationship
- (1) a d
(2) a b
(3) c
(4) c d
- Q14 Wondering what to prepare for supper tonight, represents the context of communication.
- (1) personal
 - (2) small-group
 - (3) mass-
 - (4) intrapersonal
- Q15 The radio and newspaper represent the context of communication.
- (1) personal
 - (2) public speaking
 - (3) mass-
 - (4) interpersonal
- Q16 Someone sends you an SMS and they use SMS language that you are not familiar with. Because of this SMS language, you do not understand the whole message. This is an example of noise.
- (1) internal
 - (2) external
 - (3) semantic
 - (4) personal
- Q17 The most effective way in which the maximum amount of information could be sent along a given channel was the essence of communication for
- (1) Shannon and Weaver
 - (2) Lasswell
 - (3) Schramm
 - (4) The technical view of communication

Q18 Identify the communication theorist(s) who believed that there is only one correct meaning for a message.

- (1) Lasswell
- (2) Shannon and Weaver
- (3) Schramm
- (4) Schutz

Q19 The concern of what happens in the mind during message production and reception, is known as

- (1) symbolic interaction
- (2) cybernetics
- (3) cognitive theories
- (4) social and cultural reality

Q20 Consider the following statement and then select the most appropriate option.

Perception

- (a) is influenced by our understanding and acceptance of reality
- (b) the information one sees and hears
- (c) the context in which information is received
- (d) culture, personality and our habits

- (1) a b c
- (2) b c d
- (3) a b c d
- (4) b c

Q21 Which of the following is a passive process?

- (1) Hearing
- (2) Listening
- (3) Interactive listening
- (4) Sensing

Q22 Your four-year old child is at a stage where he throws a tantrum every time he does not get something his way. You are tired and your patience is running out. You finally snap, get hold of his arm and shout "Now, listen to me!" in an attempt to capture his attention. Your raised voice, anger and grabbing him by the arm all contribute towards the message.

- (1) accenting or reinforcing
- (2) complementing
- (3) contradicting
- (4) regulating

- Q23 When Annie raised her voice and put her arms on her hips before commenting on something, you knew that this meant trouble.
- (1) emblem
 - (2) regulator
 - (3) gesture
 - (4) affect display
- Q24 Steinberg (2007:102) states that “Time influences the way we interpret messages and forms of behaviour. Time is often a reflection of status: the higher our status, the more control we have over time.” This statement represents as a category of nonverbal communication.
- (1) Kinesics
 - (2) Proxemics
 - (3) Haptics
 - (4) Chronemics
- Q25 Which use of language is applicable when a lecturer comments on a student’s input by saying “this is excellent work”?
- (1) Labelling
 - (2) Evaluating
 - (3) Entertaining
 - (4) Metacommunication

TOTAL: 25

8.8.2 Assignment 02: CLOSING DATE 16 September 2013

UNIQUE ASSIGNMENT NUMBER: 337235

This assignment consists of 25 MCQs. Use a **pencil** and mark-reading sheet to complete the assignment. This assignment is marked by a computer. If you do not enter the unique assignment number on the mark-reading sheet, or complete the mark-reading sheet in pencil, the computer will NOT be able to mark your assignment.

Refer to Tutorial Letter CMNALLE/301/2013 for a discussion on how to approach and complete MCQs.

Each MCQ has only ONE correct answer.

If you come across any errors in any of the MCQ assignments, please complete the assignment and bring the error to the attention of the module coordinator in writing (either via e-mail or fax). Please be as specific as possible, and if you think a particular key is incorrect, indicate which key you think is correct and why.

QUESTIONS

Q1 Which of the following statements are correct?

- (1) Silence is a means of communication.
One cannot not communicate.
- (2) Silence is a means of communication.
People in solitary confinement cannot communicate.
- (3) People in solitary confinement cannot communicate.
- (4) One cannot not communicate.
People in solitary confinement cannot communicate.
- (5) Silence is a means of communication.
One cannot not communicate.
People in solitary confinement cannot communicate.

Q2 Which of the following is not a component of the transactional model of communication?

- (1) empathy
- (2) circumstances
- (3) noise
- (4) feedback
- (5) culture

Q3 The peace sign being is a form of non-verbal communication called a/an

- (1) illustrator
- (2) affect display
- (3) adaptor
- (4) regulator
- (5) emblem

Q4 Referring to Maslow's hierarchy of needs, determine which of the following can indeed be relevant to self-actualisation. Bear in mind that the main shortcoming of Maslow's hierarchy was that it was culture specific.

Self-actualisation can include the need to

- (1) be educated and express your creativity
- (2) be educated and have a job
- (3) be educated, excel in all your activities, express your creativity and have a job
- (4) achieve your full potential, be educated, excel in all your activities, express your creativity and have a job
- (5) achieve your full potential, excel in all your activities and express your creativity

Q5 Perception can be described as a/an of the world.

- (1) accurate and unique representation
- (2) unique and subjective view
- (3) objective process in one's view
- (4) subjective, yet accurate description
- (5) objective, yet inaccurate description

Q6 Which option below contains the historical order illustrating the development of human communication?

- (1) writing; print; electronic mass media, information age; speech and language
- (2) speech and language; writing; print
- (3) speech and language; writing; print; electronic mass media; information age
- (4) speech and language; writing; print; information age
- (5) information age; speech and language; electronic mass media; writing; print

Q7 All but one of the following statements about perception is correct. Select the **incorrect** option.

Perception

- (1) is a personal, subjective and unique view of others
- (2) always provides us with an accurate representation of others
- (3) can cause a distortion and misunderstanding of many situations
- (4) is based on sensory and not on factual information
- (5) is based on information processed in your brain and stored in your memory

Q8 On walking into a doctor's waiting room to get the results of your HIV test, you see a *City Press* lying on the receptionist's table. You see that the paper's main headline is "The AIDS crisis". You hear the receptionist and another patient talking about this issue. You decide to join in the conversation.

Which of the following communication contexts are illustrated above?

- (1) interpersonal and small group
- (2) intrapersonal and mass
- (3) intrapersonal, interpersonal and small group
- (4) intrapersonal, interpersonal, small group and mass
- (5) intrapersonal and interpersonal

Q9 Which ONE of the options below provides the most comprehensive definition of the term "communication"?

- (1) sending and receiving messages
- (2) expression of meaningful ideas
- (3) a network for the transmission of messages
- (4) a dynamic process of exchanging meaningful messages
- (5) interaction between people

Q10 Choose the most abstract word from the list below.

- (1) reading
- (2) painting
- (3) hobby
- (4) cooking
- (5) tears

Q11 The main focus of Lasswell's model of communication is on the

- (1) effect of the message on the recipient
- (2) dynamic nature of communication
- (3) importance of a clear channel of communication
- (4) communicator's verbal ability
- (5) common ground

Read the scenario below and answer the question that follows.

You are an overworked lecturer suffering from a throbbing headache. Repair work is being done on campus and the engendered noise is shattering. A student phones to ask for help about an assignment. You respond by saying, "Take the prescribed book and study guide, sit somewhere and do the work yourself." On any other day you would have been willing to assist the student, but in view of your headache and the noise, you are unable to assist as expected.

Q12 How would the noise you experienced have been regarded by the communication model of Shannon and Weaver?

- (1) a distortion of the communication process
- (2) irrelevant because the noise did not originate in the channel
- (3) it would have had an impact on the receipt and interpretation of the message
- (4) it could have caused ineffective listening
- (5) a noise causing one not to listen properly and assist students

Q13 Identify the most comprehensive list of the different forms of non-verbal communication which are sketched in the scenario.

- (1) proxemics and affect display
- (2) affect display and chronemics
- (3) chronemics; illustrators and gestures
- (4) proxemics; affect display; illustrators and gestures
- (5) gestures; affect display; chronemics and illustrators

Read the notice below and answer the question that follows.

Six assaults have recently taken place on a university campus. They all occurred after dark. Students are warned not to walk around the campus alone and are advised to seek the company of other students if they have to visit the campus after dark.

Q14 The communicative function of language is illustrated in the scenario above.

- (1) expressive
- (2) referential
- (3) conative
- (4) phatic
- (5) metalinguistic

Q15 A security company is busy distributing pamphlets in all mailboxes. In these pamphlets residents are invited to join the security company.

To which one of Maslow's hierarchy of needs does the notice appeal?

- (1) esteem
- (2) safety
- (3) self-actualisation
- (4) socialization
- (5) immorality

Questions 16, 17 and 18 have to be answered in conjunction with one another.

Match the specific era in the history of communication (listed in column A) with the most important social change associated with that era (listed in column B).

Column A		Column B	
Q16	The era of writing	(1)	brought literacy to the masses
Q17	The era of print	(2)	resulted in the rapid distribution of information
Q18	The era of electronic mass media	(3)	caused a world-wide communication network
		(4)	made the standardising and sharing of meaning of signs possible
		(5)	resulted in what is known as the Information highway

Q19 Identify the option that contains the most comprehensive list of components of the communication process.

- (1) Context; meaning; medium; intentional
- (2) Communicator; interpretation; feedback; noise
- (3) Interpretation; communicator; sign; non-verbal
- (4) Communicator; channel; message; formal
- (5) Misinterpretation; recipient; formal; nonverbal

Q20 Place the statements about Schramm's communication models in chronological order to illustrate how the models developed over time.

This model

- (a) attempted to overcome the problems created by noise and introduced feedback into the communication process
- (b) allowed the transmission of a message between the communicator and recipient in a linear fashion, not paying attention to message content
- (c) described communication as a dynamic interaction where two active participants both interpret meaning
- (d) held that people's background and experience had to be considered, or noise could cause misunderstanding in the communication process

- (1) a b c d
- (2) b c d a
- (3) b d a c
- (4) c a b d
- (5) a b e d

Q21 In terms of Packard's theory of needs, which human need do AIDS, crime and wars threaten?

- (1) physical and psychological
- (2) emotional security
- (3) social
- (4) self-actualisation and assurance of worth
- (5) wealth and creative outlets

Q22 Which of the following options is best illustrated by the principles that all the parts are interdependent and interact to result in success and stability?

- (1) system theory
- (2) communication model of Shannon and Weaver
- (3) communication model of Schramm
- (4) communication model of Lasswell
- (5) communication model of transactional model of communication

Questions 23, 24 and 25 have to be answered in conjunction with one another.

Match the communication function (listed in column A) with a option (listed in column B) associated with the function to illustrate its meaning.

	Column A		Column B
Q23	Conative function	(1)	Saying, "Hello, can you hear me"? to someone over the cell phone when the signal is breaking up
Q24	Expressive function		South African rugby team won against England at Twickenham in 2006 for the first time in nine years
Q25	Referential function	(3)	To say to someone, "I believe that electricity should be made available to all residents in our area."
		(4)	Asking someone, "Am I understanding you correctly ...?"
		(5)	Everyone talking about the presumed inability of the Minister of Health to deal appropriately with AIDS in South Africa

TOTAL: 25

9 OTHER ASSESSMENT METHODS

There are no other assessment methods applicable to this module.

10 EXAMINATION

ALL study material is applicable to the examination. That means the first six chapters of the prescribed book, the whole study guide, as well as all information in any tutorial letters.

The examination takes place at the end of the semester. The final examination date for COM1501 and information on the examination venue will be made available to you in writing later in the semester. If you have not received this information by beginning of April (for Semester 1) and beginning of September (for Semester 2), please contact the **Examination section** immediately at exams@unisa.ac.za.

Refer to **Rule 9** in Section 1 of the Calendar if you cannot sit for the examination on a scheduled date. Correspondence in this regard needs to be directed at the Examination section. The department cannot grant permission to transfer an examination, nor can we grant permission to write the examination in the next semester.

Only students who have obtained admission to the examination will be eligible to sit for the examination. You have to obtain a minimum of **50%** to pass the module. Because provision has been made for you to accumulate 10% towards your final mark, a **sub-minimum of 40%** is applicable to the **examination**. In reality it means that you have to obtain a minimum of 40% in the examination, BUT you have to have 50% to pass the module. If we assume that you accumulated 10% for your assignment and you get 35% in the examination, the total of 45% will **not** mean that you pass the examination. You have to obtain **at least 40%** in the examination and should have a total of 50% to pass the examination. Refer to *my Studies @ Unisa* for more information on this matter.

If your examination result is blocked due to outstanding study fees, please call (012) 429 4299. Once you have settled the outstanding amount, you need to request the officer on this line to request that your examination results be released. The module coordinator CANNOT do this, since we do not have access to either of these systems, and we cannot answer any questions on your behalf.

10.1 Examination paper

It is important to note that the examination paper will be based on **all** the study material, assignments included. The COM1501 examination paper is a single two-hour paper. The paper **consists of MCQs only**. Questions similar to those in assignments can be expected and **ALL** the study material is applicable.

It is up to you to study the examination paper and to determine how much time is needed for each question in the examination paper. You are strongly advised not to spend too much time on any specific question, since this may result in your not being able to answer all the questions set.

There are still students who think that they can take notes into the examination hall and that they will not be caught cheating. If you are caught during the examination with **any** information related to the course, you will have to face a disciplinary hearing. If found guilty, you may be suspended from studying at Unisa or any other tertiary institution for a number of years. It is not worth throwing away your academic career! Rather be well-prepared for the examination. It is not a quiz and if you study all the study material, you should be able to answer all the questions.

Any and all available examination papers (of previous examinations) will be posted on myUnisa only. No posting means that there are no previous examination papers available.

10.2 Completing the mark-reading sheet

Answers to examination questions have to be filled in on a mark-reading sheet, which will be handed out together with the examination paper. **Only a pencil** may be used when filling in a mark-reading sheet. Failure to meet this requirement will result in the computer not being able to read the mark-reading sheet and you will get 0% for the examination.

Familiarise yourself with the content of the section on mark-reading sheets in *my Studies @ Unisa*. Remember that you have to hand in the mark-reading sheet together with your examination paper at the end of the examination.

If you come across any errors in any examination question, please complete the examination and bring the error to the attention of the module coordinator in writing (either via e-mail or fax). Please be as specific as possible, and if you think a particular key is incorrect, indicate which key you think is correct and why. If the university is at fault, all students will be credited with a mark for the incorrect question.

10.3 Marking of the examination paper

Each correct answer to a multiple choice question in the examination earns one mark and no marks are subtracted for omitting an answer. We do not use a correction factor or negative marking and if you do not know the answer to a specific question set in the examination, we encourage you to take an educated guess. You may just be right and score one more mark.

The university will convert the mark obtained in the examination to a percentage. The final examination mark obtained will be calculated by converting your semester mark and the mark obtained in the examination to a percentage. Please ensure that you are familiar with the sub-minimum requirements since the semester mark is NOT added to your examination mark if the sub-minimum was not attained in the examination.

10.4 Release of examination results

Unisa will release the examination results once Examination section has processed all the marks. Please check *myUnisa* towards the end of June (for Semester 1 results) and towards the end of November/beginning December (for Semester 2) results.

If you receive an SMS that your assignment or examination paper has been marked, please be patient and do not call the lecturer. That SMS is sent automatically once the Examination section receives the examination papers. The mark then still have to be recorded, verified, approved and signed off by the Dean before they will be released. Keep an eye on *myUnisa* about two weeks after receiving the SMS to see your results. Lecturers do not have access to the examination system, and are also not able or allowed to release any examination results.

10.5 What happens if I fail the examination?

Should you fail COM1501 in the first semester and qualify for a supplementary examination (i.e., obtain the sub-minimum requirement of 40% and at least 45% for the module), you will be allowed to sit for the supplementary examination in the second semester. If you fail the module in semester 2 and qualify for a supplementary examination, you will sit for a supplementary examination in the first semester in 2014.

Should you fail COM1501 in any semester and not qualify for a supplementary examination, you will have to re-register for the module in the next semester and sit for the examination at the end of that semester provided that you meet the minimum requirements.

Supplementary examinations are based on the same syllabus and module content as the preceding examination. Students who qualify for an aegrotat examination will NOT get any study material or correspondence from the university. YOU must please contact the module coordinator well in advance if ANY assistance is needed.

There are no special examinations other than the formal two examination sessions scheduled per year — one in each Semester.

F1 students — in other words, those students who ONLY need COM1501 to complete their degree — need to contact the module coordinator as soon as possible. Unisa has a special programme for such students and if you fail to contact the module coordinator immediately with this important information, we cannot assist you to complete your degree this year.

11 FREQUENTLY ASKED QUESTIONS

11.1 Has my assignment been received?

If you have access to *myUnisa*, you can check to see whether a submitted assignment has been recorded on the system (there will be a date in the *Processed* column). The mark that was allocated for an assignment (once it has been marked) and the date on which the assignment was returned to you (via snail mail) are also indicated on *myUnisa*.

11.2 My assignment marks are still outstanding

Neither of the set assignments are handled or assessed by lecturers. These assignments are automatically marked by computer on a date predetermined by the Assignment section. All enquiries related to marks for MCQ assignments need to be directed at the Assignment section.

Bear in mind that you and your lecturers are privy to the same information on *myUnisa*.

11.3 I have not received my assignment back yet

Please note that once assignments have been marked and the marks have been recorded on the system, these assignments are automatically posted back to students via snail mail. We do NOT keep copies of assignments and cannot provide comment on why specific marks were awarded. If information such as this is needed, you have to wait until you receive the marked assignment back via snail mail. You also have to wait for the tutorial letter with feedback on that specific assignment and will then have to make a comparison to determine why there is a difference. You are allowed to contact the module coordinator with questions relating to the assignment and marks awarded (provided that you have seen the feedback, mark and comment).

11.4 There are mistakes in the assignment/examination paper

If you come across any errors in any assignment or the examination paper, you need to bring the error and suggested solutions to the attention of the module coordinator in writing (via e-mail) as soon as possible. Also note that you will receive the benefit if the university is at fault in any manner.

12 CONCLUSION

Please note that this tutorial letter had to be written and finalised at least six months before you were able to register for the module. There may be changes due to decisions taken after the information in this tutorial letter was made available. In that event, we will announce these changes on *myUnisa* and also make them available in Tutorial Letters and postings on *myUnisa*. If, however, you come across something that does not make sense or you find clashes, information that is not clear, or receive information causing confusion, please feel free to contact the module coordinator with such detail.

We wish you all the best with your studies in each semester. By ensuring that you did not register for too many modules per semester and that you have enough time to devote to each module, the battle to pass is already half won. If you stay focused and dedicated, you will enjoy the module!

Remember:

*The happiest people don't have the best of everything;
they just make the best of everything.*

Best wishes



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SOURCES CONSULTED

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