

COM1501

(468911)

May/June 2011

COM101X

(466737)

RCO101B

(467807)

## **FUNDAMENTALS OF COMMUNICATION (COMMUNICATION SCIENCE)**

Duration

2 Hours

100 Marks

EXAMINERS FIRST SECOND

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This paper consists of **14** pages PLUS instructions for the completion of a mark reading sheet. The mark you obtain will be converted to a percentage and the semester mark will be added to calculate your final mark (if you meet the minimum requirements).

This examination paper remains the property of the University of South Africa and may not be removed from the examination room.

Please complete the attendance register on the back page, tear it off and hand it to the invigilator.

#### **IMPORTANT**

- (1) This examination paper consists of **50** multiple-choice questions (MCQs)
- (2) Answer all 50 MCQs by completing **ONE** mark-reading sheet Select **ONE** correct answer to each question or select the **ONE** option which is more acceptable when compared with the other options for each question
- (3) Make sure that your student number, the correct code of the paper, and the correct unique paper number appear on the mark-reading sheet.
- (4) If you are writing the subject for the first time, the code for the paper is **COM1501** and the unique number for this paper is **468911**.
- (5) If you have written the subject before and are **repeating** it, the code for the paper is **COM101X** and the unique number for this paper is **466737**

[TURN OVER]

- (6) RPL students use the code RCO101B for the paper, with **467807** as the unique number
- (7) Instructions for the completion of the mark-reading sheet appear at the back of this paper
- (8) The mark-reading sheet has to be completed by using a pencil ONLY
- (9) After answering this examination paper you HAVE TO hand in the following
  - □ ONE mark-reading sheet
  - ONE examination paper

#### **QUESTIONS**

- Q1 Which form of communication is characterised by dots and dashes?
  - (1) Morse code
  - (2) Semaphore
  - (3) The Phonetic alphabet
  - (4) The International Code of Signals
- Q2 The radio plays an important role in our everyday lives. For some people it is the only means by which they know what is going on in the world, since a radio can work where we do not have electricity.

Identify the person who can be regarded as the father of the radio

- (1) Marconi
- (2) Thomas Pringle
- (3) Johann Gutenberg
- (4) Vinton Cerf
- Q3 Emoticons or smileys are used in written electronic communication to represent the emotions or facial expressions of people

The emoticon ,) represents a

- (1) tear
- (2) kiss
- (3) wink
- (4) grin

## Q4 Consider the following statement and identify the correct option below

The advent of electricity is accredited with

- (a) creating the 'wired world'
- (b) separating communication and transportation thereof
- (c) almost instant communication
- (d) sending information over a distance
- (1) (a) (b) (c)
- (2) (a) (b) (d)
- (3) (a) (b) (c) (d)
- (4) (c) (d)

#### Q5 The social significance of electronic mass media is that it

- (a) moves information across time and space
- (b) Increased the amount of communication
- (c) is broadcast world-wide instantly
- (d) facilitated changes resulting in the information society
- (1) (a) (b) (c)
- (2) (a) (b) (d)
- (3) (a) (b) (d)
- (4) (c) (d)

#### Q6 A chatroom is characterised by

- (a) knowing the other participants
- (b) online responses in real time
- (c) articles of specific topics written by interested parties
- (d) being an ongoing discussion forum
- (1) (a) (c) (d)
- (2) (b) (c) (d)
- (3) (c) (d)
- (4) (a) (c) (d)

#### Q7 Telecommuting is the term used to refer to

- (1) live exchange between people and machines that are remote from one another
- (2) Interaction amongst people via two-way video facilities
- (3) several people in different geographical locations, who are active on the same line at the same time
- (4) people working in "home offices" on computers provided by employers

Q8 If you win the lotto on Saturday, the first thing you will probably do is to shout. Then there will be a need to share this information with someone

Which two purposes of communication will your need to share this information with someone, address? To satisfy

- (1) a psychological need, the need for ego gratification
- (2) a need for relationships, sharing of information
- (3) a need for decision making, a need of love objects
- (4) a need for persuasion, a need related to the sense of self
- Q9 Select the option below that represents the correct chronological levels of Maslow's hierarchy of needs
  - (1) survival, social, esteem, safety, self-actualisation
  - (2) survival, social, self-actualisation, esteem, safety
  - (3) safety, survival, social, esteem, self-actualisation
  - (4) survival, safety, social, esteem, self-actualisation
- Q10 In terms of Packard's hidden needs, the advertisement of a motor car with the slogan "You are what you drive" can be regarded as an expression of the need for
  - (1) a sense of power
  - (2) ego gratification
  - (3) immortality
  - (4) love objects
- Q11 Physical violence has escalated in your community and claims are made that it is the result of too much violence on television, and the subsequent exposure of youngsters to these programmes. You now want to conduct research to determine whether watching these programmes on television is the cause of the violent behaviour.

In order to determine the effect of one variable on another, you will have to conduct research

- (1) survey
- (2) field
- (3) experimental
- (4) ethnographic
- Q12 The process of selecting participants to be involved in your research, is known as
  - (1) content analysis
  - (2) sampling
  - (3) qualitative research
  - (4) quantitative research

- Q13 You are doing research amongst viewers of soap operas in your country. Which one of the following scientific methods will enable you to collect information from the largest sample of respondents?
  - (1) Survey research
  - (2) Field research
  - (3) Historical research
  - (4) Content analysis
- Q14 In terms of the transactional definition of communication, communication is
  - (a) a transaction between participants during which a relationship develops between participants
  - (b) focused on the quality of the relationship that will emerge from the communication
  - (c) a reciprocal process in which meaning is negotiated through the exchange of messages
  - (d) when both people are responsible for the successful outcome and understanding of meaning
  - (1) (a) (d)
  - (2) (a) (b) (d)
  - (3) (a) (b) (c) (d)
  - (4) (a) (c) (d)
- Q15 The fact that communication is regarded as a one-way process is typical of the model of communication
  - (1) technical
  - (2) transactional
  - (3) meaning-centered
  - (4) circular
- Q16 When you take an idea in your mind and transform it into a sign to transmit a message to someone, it is known as
  - (1) encoding
  - (2) decoding
  - (3) a code
  - (4) Interpretation
- Q17 A system for using signs is known as
  - (1) a model
  - (2) decoding
  - (3) encoding
  - (4) a code

Q18	When you explain to a friend in London that the first match of the world cup soccer	ın
	2010 kicked off at 20 00 on a Wednesday night, which component of meaning	IS
	applicable?	

- (1) Interpretation
- (2) Understanding
- (3) The relational level of meaning
- (4) The content level of meaning
- Q19 Your migraine is hampering your listening, interpretation and understanding of a message conveyed by the director of the company

This is an example of noise

- (1) semantic
- (2) Internal
- (3) physical
- (4) external
- Q20 When you use foul language in the company of friends but not at work, it can be regarded as communication
  - (a) formal
  - (b) informal
  - (c) written
  - (d) intentional
  - (1) (a) (d)
  - (2) (b) (d)
  - (3) (c) (d)
  - (4) (a) (c)
- Q21 Schramm's view of communication was more complex than that of Lasswell and can be regarded as a model of communication
  - (1) transactional
  - (2) cırcular
  - (3) meaning-centered
  - (4) technical

- Q22 A particular communication theory has the following characteristics
  - (a) how information is acquired and organised in the mind
  - (b) how people use their memory
  - (c) what makes people decide to act in a particular way
  - (d) how messages are created to achieve certain goals

To which theory do the four characteristics listed above refer to?

- (1) The systems theory
- (2) Cognitive theories
- (3) Theories concentrating on message production and reception
- (4) Theories of social and cultural reality
- Q23 When you are the communicator-recipient, you are busy with communication
  - (1) mass
  - (2) Interpersonal
  - (3) intrapersonal
  - (4) small-group
- Q24 Dyadic communication relates to the context of communication
  - (1) small-group
  - (2) interpersonal
  - (3) intrapersonal
  - (4) mass communication
- Q25 Messages that reach people through a mechanical or electronic medium (printed media or television) are known as mediated messages

Mediated messages are a distinguishing characteristic of the context of communication

- (1) mass
- (2) small-group
- (3) public speaking
- (4) Interpersonal
- Q26 When someone from behind shouts "When can we get some service around here, please?" various people in the queue start up a conversation with people in front or behind them

This scenario refers to the context of communication

- (1) social
- (2) mass
- (3) interpersonal
- (4) intrapersonal

Q27 You have a migraine and you are desperately searching for a tablet when your child starts nagging to go out and play in the rain. You lose your cool and shout at the child

Which type of noise was the most likely cause of your reaction? It is noise

- (1) semantic
- (2) personal
- (3) external
- (4) Internal
- Q28 The main focus of the communication model of Shannon and Weaver was on the of messages
  - (1) content
  - (2) clarity
  - (3) understanding
  - (4) dynamic interaction
- Q29 Who? Says what? In what channel? To whom? With what effect? was the essence of the communication model of
  - (1) Schutz
  - (2) Shannon and Weaver
  - (3) Schramm
  - (4) Lasswell
- Q30 Identify the theorist(s) whose communication model can be regarded as describing mass communication as well as the effective use of communication channels
  - (1) Schutz
  - (2) Shannon and Weaver
  - (3) Schramm
  - (4) Lasswell
- Q31 The most important aspect in the communication model of Schramm was that it
  - (a) made provision for feedback
  - (b) was concerned with noise
  - (c) only depicted external noise
  - (d) was concerned with clarity of messages
  - (1) (a) (d)
  - (2) (c) (b)
  - (3) (a) (c)
  - (4) (b) (d)

- Q32 Identify the communication model where the essence of the model is the negotiation of meaning
  - (1) Technical
  - (2) Circular
  - (3) Transactional
  - (4) Meaning-centered
- Q33 How messages are produced and shared is the function of
  - (1) message production and reception
  - (2) cybernetics
  - (3) semiotics
  - (4) the system theory
- Q34 Consider the following and select the most appropriate options

#### Perception

- (a) is a personal process
- (b) provides a unique view of the world
- (c) is subjective
- (d) is objective
- (1) (a) (b) (c)
- (2) (b) (c)
- (3) (a) (d)
- (4) (a) (c)

Read the scenario below and identify the stage in the perception process which is represented by (2) in the scenario.

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 relax 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 for the next day is read just after the next 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)

- Q35 Identify the stage in the perception process which is represented by (2) in the scenario
  - (1) Selective attention
  - (2) Selective exposure
  - (3) Organisation
  - (4) Selection

- Q36 The process of explaining and evaluating sensory information that has been selected and organised as an integral part of the perception process, is known as
  - (1) perceptual organisation
  - (2) perceptual interpretation
  - (3) selection
  - (4) selective exposure
- Q37 When you are able to ascertain the emotional meaning that is attached to a message through the use of nonverbal signs, you are able to a message
  - (1) sense
  - (2) attend to
  - (3) understand
  - (4) interpret
- Your partner comes home on Friday night and tells you that he has been approached to take up a job in Dubai for two months. He is thrilled with the offer, especially with the remuneration that is offered. He asks that the two of you go out to dinner so that you can discuss the offer and decision since he does not want to make the decision on his own.

In what type of listening will both of you have to be involved if you both wish to ensure a positive outcome to the discussion?

- (1) Conversational and reflective listening
- (2) Discriminative listening
- (3) Listening for enjoyment
- (4) Comprehensive listening
- Q39 You have been asked to lead a meeting in prayer and notice that as you sit forward and put your hands on the table, you have a slight tremble in your hands

This aspect of nonverbal communication (the slight tremble) is known as

- (1) a stereotype
- (2) a pervasive influence
- (3) leakage
- (4) noise

Although you do not actually have the luxury of time, you have to attend a presentation at the office. You find this presentation extremely boring and you are agitated because you have to waste time that you actually do not have. Without noticing it, you drum your fingers on the table at a rapid pace. Elias, seated next to you, pulls you by the sleeve and points towards your drumming fingers to make you aware of it.

The action (drumming of your fingers) to adjust to a specific human need, is referred to as a/an

- (1) illustrator
- (2) adaptor
- (3) gesture
- (4) affect display
- Q41 The distance between people communicates information about their relationship

Which of the following spatial zones will be applicable when a mother breastfeeds a sibling? The zone

- (1) Personal
- (2) Public
- (3) Social
- (4) Intimate
- Q42 My telephone rang at 03 00 yesterday morning and I immediately thought that it was bad news

Which category of nonverbal communication is represented by the time in the morning that the phone rang?

- (1) Chronemics
- (2) Proxemics
- (3) Haptics
- (4) Kinesics
- Q43 Emoticons are nonverbal cues used in written communication

Identify the emoticon that you would use when you want to illustrate sticking out your tongue in an e-mail message

- (1) ,)
- (2) \*
- (3)
- (4) P

#### COM1501/COM101X/RCO101B MAY/JUNE 2011

My colleague Martha is fluent in seven African languages as well as Afrikaans and English Although she can speak Afrikaans very well, she sometimes makes an error in terms of the word order. We, who have Afrikaans as our mother tongue, sometimes comment on her sentence construction in an attempt to assist her.

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Consider the list below and identify the purpose of language which can be identified by our action

- (1) Label and define
- (2) To entertain
- (3) To talk about language
- (4) To discuss things within our immediate experience
- Q45 Your brother has moved to London and every time you speak to him over the phone, he indicates that although he likes living in London he misses the sunny South Africa and there is no place like home in South Africa

The communicative function of language is represented your brother's statement

- (1) metalinguistic
- (2) poetic
- (3) phatic
- (4) expressive
- Q46 The political party COPE is invited to a debate on television. During this debate the interviewer often interrupts the party representative and on one occasion she asks the party representative "Would you repeat that, please?"

The fact that the communication is oriented towards the nature of communication (or the code) between participants, represents the function of communication

- (1) metalinguistic
- (2) expressive
- (3) conative
- (4) phatic
- Q47 Consider the options below and select the one option that contains the most comprehensive list of abstract words
  - (1) justice, politics, posters, ink
  - (2) radio, church, mother, pencil
  - (3) love, clever, justice, humanity
  - (4) worship, book, pencil, meeting

- Which efficient listening skills will you have to develop if you want to listen to people in order to understand their feelings from their point of view?
  - (1) Listening to analyse content
  - (2) Listen reflectively
  - (3) Listen to understand ideas
  - (4) Listening to focus your attention
- Q49 Genderlects denotes linguistic differences amongst different genders

Consider the options below and identify the option that illustrates feminine communication rules. Using talk to

- (1) Identify your knowledge and expertise, deal with feelings and personal ideas
- (2) show interest in others and address their needs, solve problems and give advice
- (3) to hold attention and prove yourself, build relationships with others
- (4) allow others to participate, address problems and build relationships
- Your parents have promised to buy you a car once you graduate. Your father states that he has just the right car for you. You are very excited because you think he is going to buy you the latest model of your choice, and allow you to make the selection. When he tells you he has his old 1980 VW model in mind, it becomes evident that the language used has resulted in a misunderstanding.

This miscommunication has resulted because of

- (a) perception
- (b) lack of clear language
- (c) the Saphir-Whorf hypothesis
- (d) the connotative meaning assigned to 'car'
  - (1) (a) (b) (c)
  - (2) (a) (b) (c) (d)
  - (3) (b) (c) (d)
  - (4) (a) (b) (d)

TOTAL: 50

#### **IMPORTANT:**

- ONLY 80% OF THE MARK YOU OBTAIN IN THE EXAMINATION WILL BE USED IN THE CALCULATION OF YOUR FINAL MARK
- YOU HAVE TO OBTAIN AT LEAST 40% (SUB-MINIMUM) IN THE EXAMINATION FOR THE SEMESTER MARK TO BE ADDED TO YOUR EXAMINATION MARK
- YOU NEED 50% (SEMESTER MARK AND EXAMINATION MARK COMBINED) AS A FINAL MARK TO PASS THE MODULE

YOUR FINAL MARK WILL BE CALCULATED BY THE COMPUTER.

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**UNISA 2011** 

## UNIVERSITY OF SOUTH AFRICA UNIVERSITEIT VAN SUID-AFRIKA **EXAMINATION MARK READING SHEET**



# **EKSAMEN-MERKLEESBLAD**

#### PART 1 (GENERAL/ALGEMEEN) DEEL 1

STUDY UNIT a g PSY100-X STUDIE-EENHEID by PSY100-X

PAPER NUMBER VRAESTELNOMMER

INITIALS AND SURNAME VOORLETTERS EN VAN -

DATE OF EXAMINATION DATUM VAN EKSAMEN EXAMINATION CENTRE (E.G. PRETORIA) EKSAMENSENTRUM (BV PRETORIA)

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For use by examination invigilator Vir gebruik deur eksamenopsiener



#### IMPORTANT

- 1 USE ONLY AN HB PENCIL TO COMPLETE THIS SHEET
- 2 MARK LIKE THIS
- 3 CHECK THAT YOUR INITIALS AND SURNAME HAS BEEN FILLED IN CORRECTLY
- 4 ENTER YOUR STUDENT NUMBER FROM LEFT TO RIGHT
- 5. CHECK THAT YOUR STUDENT NUMBER HAS BEEN FILLED IN CORRECTLY
- 6 CHECK THAT THE UNIQUE NUMBER HAS BEEN FILLED IN CORRECTLY CHECK THAT ONLY ONE ANSWER PER QUESTION HAS BEEN MARKED
- 8 DO NOT FOLD

#### BELANGRIK

- 1 GEBRUIK SLEGS N HB-POTLOOD OM HIERDIE BLAD TE VOLTOOI
- 2 MERK AS VOLG
- 3 KONTROLEER DAT U VOORLETTERS EN VAN REG INGEVUL IS
- 4. VUL U STUDENTENOMMER VAN LINKS NA REGS IN
- 5 KONTROLEER DAT U DIE KORREKTE STUDENTENOMMER VERSTREK HET
- 6 KONTROLEER DAT DIE UNIEKE NOMMER REG INGEVUL IS
- 7 MAAK SEKER DAT NET EEN ALTERNATIEF PER VRAAG GEMERK IS
- 8 MOENIF VOU NIE

#### PART 2 (ANSWERS/ANTWOORDE) DEEL 2

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	28	r13 r23 r33 r43 r53	63	(1) (2) (3) (4) (5)	98	(1) (2) (3) (4) (5)		133	c1 x c2 x c3 x c4 x c5 x
Į	29	c1 x c2 x c3 x c4 x c5 x	64	(1) (2) (3) (4) (5)	99	(1) (2) (3) (4) (5)	J	134	(1) (2) (3) (4) (5)
-	30	(1) (2) (3) (4) (5)	65	(1) (2) (3) (4) (5)	100	113 123 233 143 153	- 1	135	(1) (2) (3) (4) (5)
- 1				l <sub>r</sub>					
-1	31	c12 c22 c33 c43 c53	66	(13 (23 (33 (43 (53 -	101	(1) (2) (3) (4) (5)	· `	136	(13 (23 (33 (43 (53
- (	32	[13 [23 [33 [43 [53]	67	(1) (2) (3) (4) (5)	102	(1) (2) (3) (4) (5)		137	(1) (2) (3) (4) (5)
ŀ	33	(1) (2) (3) (4) (5)	68	r11 r21 r31 r41 r51	103	r12 r22 r31 r41 r51		138	r1
- 1	34	(1) (2) (3) (4) (5)	69	(1) (2) (3) (4) (5)	104	r10 r20 r30 r40 r50	•	139	(1) (2) (3) (4) (5)
	35	c13 c23 c33 c43 c53	70	t13 (23 t33 t43 t53	105	c1 = c2 = c3 = c4 = c5 =	}	140	r13 c23 c33 c43 c53
Ļ							L	, ,,,,	. 10
				_					<u> </u>

#### MARK READING SHEET INSTRUCTIONS

Your mark reading sheet is marked by computer and should therefore be filled in thoroughly and correctly

#### USE ONLY AN HB PENCIL TO COMPLETE YOUR MARK READING SHEET

PLEASE DO NOT FOLD OR DAMAGE YOUR MARK READING SHEET

Consult the illustration of a mark reading sheet on the reverse of this page and follow the instructions step by step when working on your sheet

Instruction numbers to orefer to spaces on your mark reading sheet which you should fill in as follows

Write your paper code in these eight squares, for instance

|--|

The paper number pertains only to first-level courses consisting of two papers

WRITE 0 1 for the first paper and 0 2 for the second If only one paper, then leave blank

- Fill in your initials and surname
- Fill in the date of the examination
- Fill in the name of the examination centre
- WRITE the digits of your student number HORIZONTALLY (from left to right) Begin by filling in the first digit of your student number in the first square on the left, then fill in the other digits, each one in a separate square
- In each vertical column mark the digit that corresponds to the digit in your student number as follows
- WRITE your unique paper number HORIZONTALLY
  - NB Your unique paper number appears at the top of your examination paper and consists only of digits (e.g. 403326)
- In each vertical column mark the digit that corresponds to the digit number in your unique paper number as follows [-]
- Question numbers 1 to 140 indicate corresponding question numbers in your examination paper. The five spaces with digits 1 to 5 next to each question number indicate an alternative answer to each question. The spaces of which the number correspond to the answer you have chosen for each question and should be marked as follows. [-]
- For official use by the invigilator Do not fill in any information here