



# **Tutorial letter 101/3/2018**

**Fundamentals of Communication**

**COM1501**

**COM101X**

**Semesters 1 & 2**

**Department of Communication Science**

**IMPORTANT INFORMATION:**

This tutorial letter contains important information  
about your module.

## CONTENTS

	PAGE	
1	INTRODUCTION	3
2	PURPOSE AND OUTCOMES OF THE MODULE	4
2.1	Purpose	4
2.2	Outcomes	4
3	LECTURERS AND CONTACT DETAIL	4
3.1	Lecturers	4
3.2	Department	4
3.3	University	5
4	MODULE-RELATED RESOURCES	6
4.1	Prescribed book	7
4.2	Recommended books	8
4.3	Electronic reserves (e-Reserves)	8
4.4	Inventory letter	9
4.5	Study guide	9
4.6	Tutorial letters	9
5	STUDENT SUPPORT SERVICES FOR THE MODULE	10
6	MODULE-SPECIFIC STUDY PLAN	10
7	MODULE PRACTICAL WORK AND WORK-INTEGRATED LEARNING	12
8	ASSESSMENT	12
8.1	Assessment plan	12
8.2	Due dates for assignments	13
8.3	Submission of assignments	14
8.4	Assignments applicable to each Semester	15
8.4.1	<i>Assignments for Semester 1</i>	15
8.4.2	<i>Assignments for Semester 2</i>	27
9	OTHER ASSESSMENT METHODS	38
10	EXAMINATION	38
11	FREQUENTLY ASKED QUESTIONS	41
12	CONCLUSION	44
	SOURCES CONSULTED	44

# 1 INTRODUCTION

Dear Student

Welcome to COM1501, the introductory module to Communication Studies.

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 competence in communication. 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. 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 presents in two Semesters. The first half of the year is known 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, and study material is only available in English. The assignments for both Semesters as well as guidelines for the examination are also included in this tutorial letter. This tutorial letter has other important information that needs your urgent attention and notification as well. You will note that some of the study material bears the COM101X code. The COM101X code was replaced by the COM1501 code, and both are applicable to our module, *Fundamentals of Communication*. Please ensure that you use ONLY COM1501 on all your enquiries and assignments.

All study material that you have received for this module is important and applicable to the examination. Chapters 1-6 are applicable to COM1501 and Chapters 7-12 are applicable to COM1502. The examination for COM1501 will be based on the contents of Chapters 1-6 of the prescribed book, the study guide and contents of all tutorial letters (irrespective of applicable to which Semester) sent to you in this Semester. 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**. You also need to understand why the marks awarded for Assignment 01 do not contribute towards your Semester mark, and why the submission of Assignment 02 is so vitally important.

We trust you will work diligently, participate on *myUnisa* and the e-tutor forums to which you have been assigned, and that you will enjoy the module.

## **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 communicate concepts and skills in different types of communication contexts in real life settings

- 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**

The lecturer responsible for this module is:

Ms. Mercy Bvuma  
Module coordinator  
Tel:012 429 3508  
Email:[bvumamp@unisa.ac.za](mailto:bvumamp@unisa.ac.za)

### **3.2 Department**

The address of our department is:

Department of Communication Science  
Theo van Wijk Building  
7<sup>th</sup> 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

#### ➤ **Contact with the university**

Academic departments cannot assist with enquiries related to ANY issues other than those dealing with our study material and teaching, since we do not have access to 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.

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 the internet, you will find the brochure on *myUnisa* under 'Resources'. If an enquiry is directed to the correct department, it will be dealt with most efficiently and expeditely. You should also use the brochure *my Studies @ Unisa* for contact detail of relevant departments and direct your enquiries directly to the relevant sections.

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.

- **Unisa contact via e-mail**

Once you register, you are automatically assigned an e-mail address at Unisa.

It consists of your student number [number@mylife.unisa.ac.za](mailto:number@mylife.unisa.ac.za) (in other words, [2841452@mylife.unisa.ac.za](mailto: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 modules the enquiry relates to.

When sending an e-mail to anyone in Unisa, make sure that **ONLY** your student number appears in the subject field, and that you provide extensive detail related to the enquiry in the field below that heading.

All enquiries related to electronic submission, passwords, use of *myUnisa* and access (or lack thereof), to *myUnisa* MUST be sent to [mylifehelp@unisa.ac.za](mailto:mylifehelp@unisa.ac.za).

- **Contacting Unisa telephonically**

If you have queries about the content of the module, please contact the module coordinator via e-mail or telephonically. If you phone, please ensure you speak up so that we can hear you clearly. 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 (ie 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 rings) 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.

- **Subject-related enquiries via SMS messages**

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.

## **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 from a bookshop as soon as possible.** 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 which 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.

If you have difficulty with the delivery of study material or have received the incorrect study material, please use the *my Studies @ Unisa* brochure and send an e-mail to the Department of Despatch as soon as possible.

It is vitally important that you READ your study material and accept responsibility for your own studies. If you have, for example, an MCQ assignments 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 contact 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. Not having the prescribed book is NOT an excuse for not doing or submitting the assignments.

#### 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.** 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).

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.

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](mailto:vospresc@unisa.ac.za). Students in other countries can also make use of these services.

Please take note of the ethical code of conduct with regard to prescribed books which are authored by Unisa staff members.

## **ETHICAL CODE OF CONDUCT FOR PRESCRIBED BOOKS**

The Department of Communication Science commits itself to promoting the highest standard of professional ethical norms and values when prescribing textbooks authored and/or co-authored by staff members.

### **Norms and Values**

*Transparency* – to create a spirit of openness and trust. To this end, we will:

- Openly communicate to our students whenever textbooks authored by members of the Department are prescribed
- Publish the peer review reports for such textbooks on our Departmental website
- Accept constructive criticism from students and other stakeholders
- Explain and take appropriate action regarding significant risks that can affect students' perception of the Department and/or our module offerings in relation to prescribed books.

*Peer review* – to submit our prescribed textbooks to a peer review process by colleagues other than ourselves who are experts in a specific field of study. To this end, we will:

- Ensure that prescribed textbooks authored by members of staff went through a rigorous process of peer review to ascertain its suitability for the module and level for which it is prescribed.

*Honesty* - to be forthright in dealings with students. To this end, we will:

- Prescribe books of value that do what we claim in our communications.

*Responsibility* - to accept the consequences of our decisions. To this end, we will:

- Strive to serve the needs of students and our respective fields of research
- Avoid coercion from the marketplace, i.e. reject manipulations and sales tactics that might impact negatively on trust.

Where a book is prescribed:

The prescribed book for this module is authored by Unisa employees and is prescribed in accordance with the Unisa Prescribed Book Policy and the Department of Communication Science's Ethical Code of Conduct.

### **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. This letter indicates which study material you have received and which of the study material is still outstanding. 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 also 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.

#### 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 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 us 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 study guide.

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.

#### 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 or 201, 202 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.

If you have not received any feedback tutorial letter(s) within two weeks after the closing date of the last assignment, obtain it from *myUnisa* or immediately phone the Department of Despatch to enquire about the delay.

- **Generic departmental tutorial letter**

Also take note of the important information in Tutorial Letter CMNALLE/301/2018/2018. 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/301/2018/2018 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 letter, we will **not** respond to your enquiry, 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.

## **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.

## **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).

- **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, Suite, 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/301/2018/2018.

### ➤ **Extra classes — tutors**

Lecturers in the department do not offer additional face-to-face classes. Unisa offers online tutorials (e-tutoring) to students registered for modules at NQF level 5, 6 and 7 with effect from 2013. This means qualifying first year, second year and third year modules. Please log on to *myUnisa* to find out if any of the modules that you have registered for falls in this category.

Once you have been registered for a qualifying module, you will be allocated to a group of students with whom you will be interacting during the tuition period as well as an e-tutor who will be your tutorial facilitator. Thereafter you will receive an SMS informing you about your group, the name of your e-tutor and instructions on how to log onto *myUnisa* in order to receive further information on the e-tutoring process. Please note that any module code on *myUnisa* with –E means that is the E-tutor group to which you have been assigned. Assignments and activities posted on these groups are posted by the E-tutor and should not be submitted to Unisa via *myUnisa*. Enquiries about these activities and assignments need to be directed at your E-tutor.

Online tutorials are conducted by qualified E-Tutors who are appointed by Unisa and are offered free of charge. All you need to be able to participate in e-tutoring is a computer with internet connection. If you live close to a Unisa regional Centre or a Telecentre contracted with Unisa, please feel free to visit any of these to access the internet. E-tutoring takes place on *myUnisa* where you are expected to connect with other students in your allocated group. It is the role of the e-tutor to guide you through your study material during this interaction process. For you to get the most out of online tutoring, you need to participate in the online discussions that the e-tutor will be facilitating.

There are modules which students have been found to repeatedly fail, these modules are allocated face-to-face tutors and tutorials for these modules take place at the Unisa regional centres. These tutorials are also offered free of charge, however, it is important for you to register at your nearest Unisa Regional Centre to secure attendance of these classes.

## **7 MODULE PRACTICAL WORK AND WORK-INTEGRATED LEARNING**

There is no practical work applicable to this module.

## **8 ASSESSMENT**

There are two assignments set for the module in each Semester. These are both assessed by computer on a pre-determined date and because of this there can be no extension for the submission of ANY assignment.

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. Assignment 01 does NOT contribute towards your Semester mark. It only provides admission to the examination.

Assignment 02 contributes towards your Semester mark. A total (maximum) of 20% of the mark which you obtain for Assignment 02 contributes towards the final mark of the module. The other 80% comes from the mark you obtained in the examination (in other words, 80% of the mark you get in the examination plus 20% of the mark you get for Assignment 02 constitute your final mark for the module.

### **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.

#### **➤ 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.

➤ **Unique assignment numbers**

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

➤ **Errors in any assignment**

All efforts are made to ensure that we do not have errors in our study material. That is unfortunately not always possible. Should you find any error in any assignment, please bring it to the attention of the module coordinator as soon as possible (preferably via e-mail). Please be explicit as possible. Errors in Assignment 01 will be corrected on *myUnisa* and should Unisa be at fault with any errors in Assignment 02, you will be granted the benefit in the examination rather than the assignment. This is because in the examination you will benefit a whole mark, while in the assignment it will only be 20% of the mark for the question with the error.

➤ **Semester mark**

You can accumulate up to 20% 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 12% will contribute towards your final mark. The accrual of a Semester mark is only applicable to Assignment 02 if that assignment was received before the closing date and subsequently marked.

The importance of a Semester mark cannot be underestimated. Please ensure that you **do** Assignment 02 and hand it in for assessment as the Semester mark very often makes the difference between passing or failing the module.

➤ **Important sections of study material**

**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.

## **8.2 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. It will also assist you to keep to your study schedule and allow enough time for examination preparation as initially planned.

The following closing dates for each Semester of 2016 are applicable to our module:

**SEMESTER 1**

<b>Assignment number</b>	<b>01</b>	<b>02</b>
<b>Closing date</b>	<b>16-03-2018</b>	<b>13-04-2018</b>
<b>Unique number</b>	<b>788823</b>	<b>703044</b>

**SEMESTER 2**

<b>Assignment number</b>	<b>01</b>	<b>02</b>
<b>Closing date</b>	<b>24-08-2018</b>	<b>21-09-2018</b>
<b>Unique number</b>	<b>691674</b>	<b>700528</b>

**8.3 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.

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.

Make sure that you follow all four steps when submitting any assignment electronically, and that you get confirmation of submission of an assignment. Check on *myUnisa* in the column PROCESSED for a date. That date represents the date of submission. If there is no date, it means Unisa did not get that assignment and you have to send an e-mail to [assign@unisa.ac.za](mailto:assign@unisa.ac.za) and enquire about it.

#### 8.4 Assignments applicable to each Semester

Both assignments consist of 25 MCQs each, which have to be completed on a mark-reading sheet (in pencil), and they both have to contain the correct module code, correct assignment number, and correct unique assignment number clearly stated on the mark-reading sheet.

##### 8.4.1 Assignments for Semester 1

#### ASSIGNMENT 01

<b>CLOSING DATE</b>	<b>16-03-2018</b>
<b>UNIQUE ASSIGNMENT NUMBER</b>	<b>788823</b>

This assignment consists of 25 MCQs. Refer to the information in Tutorial Letter CMNALLE/301/2018/2018 for a discussion on how to approach and complete MCQs. Each MCO 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 ..... was accredited with being the first to present an independent publication?

- (1) Johann Gutenberg
- (2) The Chinese
- (3) Thomas Pringle and John Fairbairn
- (4) Cave inhabitants

Q2 ..... research is whereby the scientist has to study and interpret old written documents, artefacts and records.

- (1) Historical
- (2) Content analysis
- (3) Field research
- (4) Experimental research

Q3 The Information Age can also be regarded as....

- (a) The digital age
- (b) The computer age
- (c) The World Wide Web
- (d) A web site

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

Q4 The physical part of listening is known as....

- (1) Sensing
- (2) Attending
- (3) Remembering
- (4) Responding

Q5 Recently, Mr Mbulazi was mugged in front of his garage just after parking his car from work. He then decided to install hidden cameras that capture his driveway, an ADT alarm system and burglar bars for the windows and doors in order for him and his family to be safe in the future.

According to Maslow's hierarchy of needs, efforts of protection from danger are known as the need for .....

- (1) Esteem
- (2) Safety
- (3) Self-actualisation
- (4) Survival

Q6 Inappropriate feedback does not encourage effective communication or show concern for the needs of the communicator.

If you break into the conversation without allowing the communicator to finish speaking, which one of the following inappropriate feedback responses will be applicable?

- (1) Irrelevant response
- (2) Interrupting response
- (3) Impervious response
- (4) Tangential response

Q7 Consider the options below and indicate which one best describes the social significance of the age of writing.

This age allowed people to .....

- (1) Draw paintings
- (2) Record matters, such as boundaries, land ownership and transactions
- (3) Communicate by means of gestures, sight, taste and smell
- (4) Read books

Q8 When we consider communication as a process, communication is known to be a

- (a) Fixed, static process
- (b) Dynamic and never-ending process
- (c) Process resulting in a change of behaviour
- (d) Process that influences all our communication encounters

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

Q9 When the look on your face conveys a different message than the spoken words, that is known as ..... communication.

- (1) Formal
- (2) Informal
- (3) Unintentional
- (4) Intentional

Q10 Lukas Radebe appeared in many advertisements in support of the 2010 World Cup Soccer campaign. In these advertisements people were requested to purchase tickets for the games at the various venues well in advance.

The intended persuasion of fans to purchase tickets was an illustration of the ..... function of language.

- (1) Conative
- (2) Phatic
- (3) Referential
- (4) Expressive

Q11 We use ..... communication to distinguish communication between small groups from communication between two people.

- (1) Dyadic
- (2) Social
- (3) Interpersonal
- (4) Mass communication

Q12 You have completed your first degree, and it's now time to look forward to the workplace. But as a young individual, please do consider doing your honours degree because your first degree was just a stepping stone and you can do more.

Considering the statement above against Maslow's hierarchy of needs, identify the need supporting the notion that you are studying to fulfil your human potential, wishing to excel, and become the best you can possibly be.

- (1) Social
- (2) Self-actualisation
- (3) Esteem
- (4) Survival

Q13 You have asked a number of friends to come dine with you on Friday evening. You have to go to the butcher and you are wondering which cut of meat would be most appropriate for beef stroganoff. You also need to remember to buy the cream, vegetables and wine. Wondering about the appropriate cut of meat relates to the ..... context of communication.

- (1) Interpersonal
- (2) Intrapersonal
- (3) Dyadic
- (4) Social

Q14 During the evening of your dinner with friends, you move around amongst the guests to talk to them all, make sure their glasses remain filled, and ensure that they all are having an enjoyable evening. These invited guests know each other fairly well and the distance between them is between 120–360cm. This spatial zone is known as the ..... distance.

- (1) Intimate
- (2) Personal
- (3) Public
- (4) Social

Q15 The noise in the street outside causes....

- (1) Inaccurate listening
- (2) An external barrier to listening
- (3) An internal barrier to listening
- (4) Unfocussed attention

Q16 The suggestion that the communicator and recipient take turns to interpret messages is a limitation of the communication model of....

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

Q17 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) (b) (c) (b)
- (2) (c) (d)
- (3) (b) (c) (d)
- (4) (c)

Q18 Consider the characteristics below and identify the option to which they relate best to.

- (a) Learning about oneself by using our senses
- (b) Storing related ideas, facts, beliefs, attitudes and values
- (c) Collating information from the environment
- (d) A supporting basis for understanding people, events and our experiences

- (1) Selective exposure
- (2) Selective attention
- (3) Perception
- (4) Organisation

Q19 The description of how we see and hear that which we want to hear and see is known as

- (1) Selective exposure
- (2) Perceptual organisation
- (3) Selective attention
- (4) Perceptual interpretation

Q20 **Read the scenario below and answer the question that follows.**

You are a television reporter who has to report on the abduction of a 2-year old toddler from her home in the community. You, the parents, religious leader in the community, a social worker, psychologist and the police are involved in the matter.

The purpose of your communication will be to... .

- (1) Collect information
- (2) Make a decision based on the evidence
- (3) Persuade the other parties that you were there first
- (4) Establish a relationship with the parents

Q21 Your dog Flipper died before you came to work this morning and you are still preoccupied with the event. At the staff meeting you sit with folded arms, do not make any eye contact with anyone, keep a straight face and do not participate in the meeting.

Which category of non-verbal communication are you illustrating in your behaviour at the meeting?

- (1) Proxemics
- (2) Kinesics
- (3) Chronemics
- (4) Haptics

Q22 My manager was involved in a hectic debate with someone and I had to draw his attention. I could not catch his eye so I walked up to him and touched him by the elbow.

This form of nonverbal communication is known as....

- (1) Chronemics
- (2) Proxemics
- (3) Haptics
- (4) Kinesics

Q23 When we label someone by naming them, we are using language to....

- (1) Evaluate
- (2) Discuss aspects outside our immediate experience
- (3) Entertain
- (4) Define

Q24 "Finders keepers, loser's weepers" and "Walala wasala" are examples of communication that is oriented towards the form of the message. This function of language intends to draw attention to the sound patterns and composition of the message.

The function that language fulfils in these examples is known as the ..... function.

- (1) Expressive
- (2) Conative
- (3) Phatic
- (4) Poetic

Q25 ..... is/are different ways of looking at communication.

- (1) Theories of communication
- (2) Scientific methods
- (3) Scientific research
- (4) Historical research

**TOTAL: 25**

**ASSIGNMENT 02****CLOSING DATE****13-04-2018****UNIQUE ASSIGNMENT NUMBER:****703044**

This assignment consists of 25 MCOs. Refer to the information in Tutorial Letter CMNALLE/301/2018/2018 for a discussion on how to approach and complete MCOs. Each MCO 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 The communication model of Laswell can be regarded as a ..... model of communication.
- (1) Technical
  - (2) Transactional
  - (3) Meaning-centered
  - (4) Circular
- Q2 The type of noise when your communication with someone else is interrupted by other people in the background of the venue, who are talking so loudly that you have to raise your voice to be heard, is known as ..... noise.
- (1) Internal
  - (2) External
  - (3) Semantic
  - (4) Personal
- Q3 Noise was of particular importance in the communication theory of....
- (1) Schutz
  - (2) Shannon and Weaver
  - (3) Schramm
  - (4) Laswell

Q4 Consider the options below and identify the field of study to which the following characteristics are applicable.

Studying people's perception and interpretation of objects and events from their subjective experiences is the essence of... .

- (1) Phenomenology
- (2) Hermeneutics
- (3) Critical theory
- (4) Cognitive theories

Q5 Information that is taken in by the senses, processed by the brain and stored in memory , which then produces some form of physical or mental response is known as.....

- (1) Perception
- (2) Selective attention
- (3) Selective listening
- (4) Multisensory cross-check

Q6 Reading publications online has become very popular and many people do not purchase had copies of publications any more. New technology now really brings everything into your home, office and even your personal space. People can sit and read publications on their computer and cell phones, no matter where they are or what time it is.

If you are a firm believer that technology is the answer to everything, you probably choose to do most business, activities and routines online as far as possible. Reading the newspaper on your tablet is an example of....

- (1) Elective exposure
- (2) Selective attention
- (3) Perception
- (4) Interpretation

**Read the scenario below and then answer questions 7, 8 and 9.**

Leshole and Patricia are in the process of buying a new house. The estate agent, Mrs Lindiwe Zungu invites them to see a house, which has become available on the market. Leshole views the agent with suspicion as a result of a bad experience with a previous agent. He is prejudice towards her and observes her appearance critically, suspecting that she may be biased, subsequently paying attention to what is said, as well as looking for non-verbal cues. While listening to everything Mrs Zungu is saying, Leshole evaluates the information and challenges the content of the information. To complicate the situation, Leshole and Patricia find it difficult to hear what Mrs Zungu is saying as renovations in the street outside causes a terrible noise. Later that day Leshole and Patricia have a conversation, where they exchange opinions about the information given to them.

Q7 What type of listening is characteristic of Leshole's actions as described in this scenario?

- (a) Interactive listening
- (b) Critical listening
- (c) Emphatic listening
- (d) Comprehensive or discriminative listening

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

Q8 What type of listening is Patricia using in this scenario?

- (1) Reflective listening
- (2) Critical listening
- (3) Conversational listening
- (4) Listening for enjoyment

Q9 In this scenario Leshole's previous bad experience causes....

- (1) Inaccurate listening
- (2) An external barrier to listening
- (3) Selective exposure
- (4) An internal barrier to listening

Q10 The communication model of Lasswell was mainly concerned with....

- (1) Content & meaning
- (2) A transaction
- (3) A relationship
- (4) The channel

Q11 Men and women communicate differently and according to Steinberg (2007:127), misunderstandings occur as a result of the differing cultures people of different genders are brought up.

Consider the list below and identify the most comprehensive list representing feminist communication (indicating why women communicate).

- (1) Intimacy, relationship, autonomy
- (2) Collaboration, attract audiences, individual achievement
- (3) Create and maintain relationships, respond to others, deal with feelings
- (4) Accomplish something, establish knowledge, relationship

Q12 You are on the cell phone with a taxi cab driver at the airport trying to find one another. The line suddenly breaks up and you continue asking "Hello. Hello, are you there?"

Trying to maintain contact with someone represents the ..... function of communication.

- (1) Conative
- (2) Phatic
- (3) Referential
- (4) Expressive

Q13 The fact that we have so many power failures in South Africa has resulted in chaos on the roads. The traffic department has had to employ and train officers to assist with the regulating of traffic at important intersections.

Which function of non-verbal communication is fulfilled by the waving of arms of the officer (indicating which traffic can move or have to stop)?

- (1) Reinforcing
- (2) Replacing
- (3) Contradicting
- (4) Complementing

Q14 It was necessary to call the Chair of the department away from a meeting. You try catching his eye, wave subtly for attention, and eventually went to him, touched him on the elbow and whispered in his ear that his attention was required elsewhere urgently.

Whispering in his ear that he is needed elsewhere borders on invading social or personal space, but which category of non-verbal communication is represented by touching his elbow?

- (1) Chronemics
- (2) Proxemics
- (3) Personal appearance
- (4) Haptics

**Read the scenario below and answer the question that follows.**

You are an overworked lecturer suffering from a throbbing headache. Your face is distorted with pain, and you cannot wait for lunch time to go home. Road works below your office do not support a conducive working environment.

A student phones to ask where the answers for an assignment question could be found. You respond by saying, "Take the prescribed book and study guide, and look it up, please." 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.

Q15 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

Q16 Identify the applicable use of language when comment on an assignment is "excellent work here!"

- (1) Metacommunication
- (2) Evaluating
- (3) Entertaining
- (4) Labelling

Q17 Your name is an example of language being used to ....

- (1) Substitute
- (2) Evaluate
- (3) Entertain
- (4) Label

Q18 When you explain to a friend in London that the opening game of the world cup soccer in 2010 will kick off at 20:00 on a Wednesday night, which communication component is applicable?

The most comprehensive option is that it is.....

- (1) Interpretation
- (2) Meaning
- (3) The relational level of meaning
- (4) The content level of meaning

Q19 Chad le Cloe beat the world's number one swimmer (Michael Phelps) in a specific event to snatch the gold medal at the Olympics last year. This news was published world-wide and made us feel proudly South African.

This information illustrates the ..... function of language

- (1) Conative
- (2) Phatic
- (3) Referential
- (4) Expressive

Q20 Caster Semenya won gold in the women's 800 metres at the 2009 World Championships in Berlin. Then in 2016, she won gold medals again in her 400m, 800m and 1500m race titles. Upon her return to South Africa last year, the SABC conducted a long interview with her regarding her winnings and future plans .

Casters' response to the SABC interview relates to the ..... function of communication.

- (1) Conative
- (2) Phatic
- (3) Referential
- (4) Expressive

Q21 Leakage is when we....

- (1) Attach fixed meanings to nonverbal signs
- (2) Create stereotypes in our minds
- (3) Unintentionally exhibit information about the self
- (4) We explain to others what cultural context they need to consider in communication

Q22 Choose the most abstract word from the list below.

- (1) Reading
- (2) Painting
- (3) Hobby
- (4) Tears

Q23 "You answer next please" says the lecturer and points in your direction. The lecturer's comment illustrates the function to .....communication.

- (1) Reinforce
- (2) Complement
- (3) Regulate
- (4) Replace

Q24 We are sometimes very upset by the inappropriate feedback we get from someone when we communicate. You are communicating with someone else and that person does not allow you to complete your sentences, continuously breaks your line of thought, and makes you feel that their views are more important than yours. This is a clear indication of a/an ..... response.

- (1) Tangential
- (2) Interrupting
- (3) Impervious
- (4) Irrelevant



Q3 Identify the option below which best describes the social significance of the age of speech and language in the development of human communication.

It ....

- (1) gave people the ability to think, plan, hunt, defend themselves, cultivate the land, preserve food and to keep warm in winter
- (2) enabled people to record customs, traditions and ceremonies
- (3) enabled large numbers of people to become literate
- (4) increased the speed and volume of communication but also created the information highway

Q4 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)

Q5 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

Q6 Hurricane Katrina hit New Orleans and other nearby places in 2005. Pictures of the disaster were available through different mass media. Reporters commented and interviews with victims were broadcast on television around the world.

The television reporting is an example of ..... in action.

- (1) audioconferencing
- (2) teleconferencing
- (3) telecommuting
- (4) videoconferencing

Q7 The ..... as 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?

- (1) era of writing
- (2) speech and language
- (3) electronic mass media
- (4) age of printing

Q8 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

Q9 Identify the most appropriate option below.

E-mail ....

- (1) is private and personal
- (2) allows for the creation of relationships through electronic connection
- (3) is fast, cheap and has replaced communication by means of fax, letter and telephone calls
- (4) has become an essential part of communication within and between organisations

Q10 Many students do not have money to settle their student accounts at universities, yet most of them possess the best and technologically advanced cell phones.

Which of Packard's hidden needs can best be illustrated by the symbol of owning the best cell phone on the market?

- (1) Social need
- (2) Emotional security
- (3) Sense of power
- (4) Esteem

Q11 Which purpose of communication does advertisements in publications best serve?

- (1) Physical and psychological need
- (2) Establishing a relationship
- (3) Persuasion
- (4) Decision making

Q12 The different ways of looking at communication is also known as ....

- (1) theory
- (2) concepts
- (3) theories of communication
- (4) models

Q13 When a researcher interviews small groups of people, which form of research is conducted?

- (1) Field research
- (2) Experimental research
- (3) Ethnographic research
- (4) Historical research

Q14 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) , (b)
- (2) (b)
- (3) (c) , (d)
- (4) (a) , (b), (c)

Q15 Consider the list below and identify the characteristic(s) which relate(s) to the meaning-centered view of communication.

A meaning-centered view communication can be regarded as ....

- (a) the transmission of messages involving interpretation and assigning meaning
- (b) being interested in what motivates people to communicate
- (c) how people assign meaning to messages and how language is used in communication
- (d) the dynamic process of exchanging meaningful messages

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

Q16 When people enter into dialogue to assign meaning, develop a relationship, and negotiate meaning, they are illustrating the ..... view of communication.

- (1) technical
- (2) transactional
- (3) meaning-centered
- (4) theoretical

Q17 If a concept is a word to which the same meaning is assigned, then a sign is .....

- (1) a system for using signs
- (2) cues transmitted without sound
- (3) something standing for something else
- (4) a written word

Q18 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) the communicator encodes messages
  - (b) meaning is not negotiated
  - (c) participants share common ground
  - (d) the outcome is determined by mutual involvement
- (1) (a) (c) (d)
  - (2) (a) (c)
  - (3) (a) (d)
  - (4) (b) (c) (d)

Q19 The study of signs is known as .....

- (1) message production
- (2) semiotics
- (3) cybernetics
- (4) weblish

Q20 Your five senses play a pertinent role in our communication. These senses can be regarded as ..... of communication.

- (1) encoding
- (2) decoding
- (3) channels
- (4) mediums

- Q21 The ..... in terms of communication provides information about the feelings of a communicator.
- (1) interpretation
  - (2) frame of reference
  - (3) content level
  - (4) relational level
- Q22 The essence in the communication model of Lasswell was that the recipient of messages should ....
- (1) use the most appropriate channel for communication
  - (2) adopt a particular view when persuaded
  - (3) ensure that the least amount of information is lost along the channel
  - (4) assist in improving the transmission process
- Q23 The communication model of ..... can be regarded as the most complex view of communication and greatly contributed to our understanding of communication.
- (1) Lasswell
  - (2) Schultz
  - (3) Schramm
  - (4) Shannon and Weaver
- Q24 Consider the characteristics below and identify the theories they relate to.
- (a) Personal frame of reference ensures that meaning of messages can not always be fixed (or static)
  - (b) A recipient subjectively participates in understanding and interpreting the world
  - (c) Perception and observation from subjective experiences of people is studied
  - (d) Trying to understand how people interpret written text and mass media
- (1) Phenomenology and Hermeneutics
  - (2) Social and cultural reality
  - (3) Cognitive theory and cultural studies
  - (4) Cultural and feminist studies
- Q25 When a psychologist tells you that you are apoplectic, you will not understand what (s)he means. This lack of understanding is as a result of ....
- (1) semantic noise
  - (2) frame of reference
  - (3) cultural belief
  - (4) internal noise

**TOTAL: 25**

**ASSIGNMENT 02****CLOSING DATE****21-09-2018****UNIQUE ASSIGNMENT NUMBER 700528**

This assignment consists of 25 MCOs. Refer to Tutorial Letter CMNALLE/301/2018/2018 for a discussion on how to approach and complete MCOs. Each MCO has only ONE correct answer.

If you come across any errors in any of the MCO 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 The most recent stage in the development of human communication is the ....

- (1) age of speech and language
- (2) age of writing
- (3) age of electronic mass media
- (4) information age

Q2 Consider the statement below and choose the appropriate option.

In a face-to face communication setting, one can observe the facial expressions, body language, posture and emotion of the other party. In written communication this is not possible but people have invented ..... to represent most of these characteristics in written communication.

- (1) weblish
- (2) finger spelling
- (3) ethics
- (4) emoticons or smileys

Q3 Identify the most appropriate option below.

E-mail ....

- (1) is private and personal
- (2) allow for the creation of relationships through electronic connection
- (3) has become an essential part of communication within and between organisations
- (4) is fast, cheap and has replaced communication by means of fax, letter and telephone calls

Q4 When a partner dies, the partner left behind sometimes gets a pet to help them adjust.

Which function of communication does this action illustrate?

- (1) Sense of self
- (2) Physical and psychological need
- (3) Decision making
- (4) Relationship

Q5 Consider the options below and identify the most comprehensive list containing disadvantages of a chat room.

- (1) You know participants and feedback is almost instantly displayed on the screens of participants
- (2) People can provide incorrect information about themselves; participants are unknown to each other
- (3) Several hundreds of participants all over the world can see immediate interaction on their screens on a particular topic
- (4) You cannot make changes before someone reads your posting

Q6 You cannot find a job and have decided that you can use your skills to make money by selling your handcraft at a flea market on Saturdays.

In terms of Packard's hidden needs, you are trying to address the need for .....

- (1) ego gratification
- (2) love objects
- (3) creative outlets
- (4) roots

Q7 You are researching the new conditions of service which management have introduced to employees. The employees have expressed their dissatisfaction on these new service, conditions and plan to toi-toi (picket) as expression of their dissatisfaction.

Identify the most appropriate research method that you will use in order to observe the behaviour of employees . The best for you would be to conduct ..... research.

- (1) participatory
- (2) historical
- (3) survey
- (4) ethnographic

Q8 The dynamic process of exchanging meaningful messages represents the ..... definition or view of communication.

- (1) technical
- (2) transactional
- (3) circular
- (4) meaning-centered

- Q9 You have to go to a specific kraal in Giyani to observe the people of that kraal in terms of their marriage tradition. This implies that you will have to conduct ..... research.
- (1) survey
  - (2) historical
  - (3) experimental
  - (4) field
- Q10 The study of signs is referred to as ....
- (1) the systems theory
  - (2) a technical view
  - (3) a meaning-centered view
  - (4) semiotics
- Q11 Consider the options below and select the most comprehensive list displaying the characteristics of the systems theory of communication.
- (a) The systems operates in balance with itself
  - (b) All parts in the organisation are interdependent
  - (c) Synergy exists because a result is greater than the sum of its parts
  - (d) Acting on feedback to ensure existence in a changing environment
- (1) (b)
  - (2) (c) (b)
  - (3) (a) (b) (c) (d)
  - (4) (c) (d)
- Q12 The environment, conditions, or place in which communication takes place provides information about the ..... of communication.
- (1) meaning
  - (2) context
  - (3) interpretation
  - (4) understanding
- Q13 Wondering why the service you got at a local supermarket was so bad is known as the ..... context of communication.
- (1) personal
  - (2) interpersonal
  - (3) social
  - (4) intrapersonal

Q14 Schramm's view of communication was more complex than that of Lasswell. Schramm's view of communication can be regarded as a ..... model of communication.

- (1) transactional
- (2) technical
- (3) meaning-centered
- (4) circular

Q15 Consider the statement below and identify the communication theorist or theorists with whom this statement can be associated.

The effect of a message should be that the recipient should be persuaded to adopt a particular view.

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

Q16 Theorists who adopt a ..... view of communication concentrate on improving the transmission process.

- (1) circular
- (2) meaning-centered
- (3) transactional
- (4) technical

Q17 Cybernetics is a term used to refer to the ... .

- (1) control mechanism that maintains all parts of a system in a state of equilibrium
- (2) signs and codes used in language
- (3) verbal utterances of greater magnitude than a sentence
- (4) how messages are produced and shared

Q18 Identify the theory that approaches communication from the view that meaning is created, and understood in context of the social group in which individuals interact.

- (1) cognitive theory
- (2) symbolic interaction
- (3) Phenomenology
- (4) Hermeneutics

**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 holidays, turn on the radio 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 at 19:00 **(1)**. In the book you find some descriptions of scenes that are not appealing 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).

Q19 Identify the stage in the perception process which is represented by **(1)** in the scenario.

- (1) Organisation
- (2) Selective exposure
- (3) **Selective attention**
- (4) Selection

Q20 Communication with the self is known as ..... communication.

- (1) personal
- (2) interpersonal
- (3) intrapersonal
- (4) small-group

Q21 In view of the upcoming general election, a number of politicians are touring the country and delivering speeches in an attempt to win votes. You decide to attend such rally and hear what the speaker has to say.

What type of listening will you be exercising?

- (1) Empathetic listening
- (2) Conversational listening
- (3) Critical listening
- (4) Reflective listening

Q22 Before making the first speech at a wedding party, John gulps down a few glasses of sherry to calm his nerves.

This nonverbal way of adjusting to a specific communication situation or the action to adjust to a specific human need, is referred to as an ....

- (1) illustrator
- (2) gesture
- (3) adaptor
- (4) affect display

Q23 Emoticons are nonverbal cues used in written communication. Identify the emoticon that you would use when you want to illustrate a frown in an e-mail message.

- (1) ;)
- (2) :)
- (3) :(
- (4) P

Q24 A number of communicative functions of language can be distinguished. The information about the module content that a lecturer provides in a tutorial letter fulfils the ..... communicative function of language.

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

Q25 Consider the list below, and select the option that contains the most comprehensive list of concrete words.

- (1) book, love, dictionary
- (2) radio, book, father, heartburn
- (3) justice, politics, posters
- (4) radio, church, mother, pencil

**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 and there is no further demarcation. That means the first six chapters of the prescribed book, the whole study guide, as well as all information in any tutorial letters. **EVERYTHING** is important for and applicable to the examination.

### **• Availability of previous examination papers**

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.

Please note that it is against the university policy to make any memorandums available to students. There is a posting on *myUnisa* in this regard as well.

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](mailto:exams@unisa.ac.za).

### **➤ Admission to the examination**

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 20% 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 20% for your assignment and you get 35% in the examination, the total scored 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.

### 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 the 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.

- **Errors in the examination paper**

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. 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.

- **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.

- **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.

Please note that no remarking of ANY MCQ examination paper is permitted.

- **Dishonesty during examination**

There are still students who think that they can take notes into the examination hall (or write notes on body parts) without being 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 you are found guilty at such a hearing, you may be suspended from studying at Unisa or any other tertiary institution for a number of years. Please also note that your cell phone has to be switched OFF during the examination. 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.

- **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.

- **Blocked examination results**

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.

- **Absence from examination**

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.

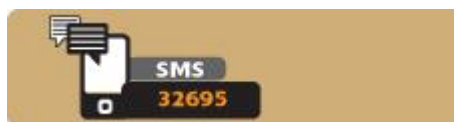
## 11 FREQUENTLY ASKED QUESTIONS

### ➤ Where can I direct my enquiries?

#### E-mail addresses, SMS numbers and fax number for student enquiries



- **info@unisa.ac.za** for general enquiries
- **study-info@unisa.ac.za** for application and registration related enquiries (prospective and registered students)
- **assign@unisa.ac.za** for assignment enquiries
- **exams@unisa.ac.za** for examination enquiries
- **despatch@unisa.ac.za** for study material enquiries
- **finan@unisa.ac.za** for student account enquiries
- **gaudeamus@unisa.ac.za** for graduation enquiries
- **myUnisaHelp@unisa.ac.za** for assistance with *myUnisa*
- **myLifeHelp@unisa.ac.za** for assistance with *myLife* email accounts



Send an SMS to **32695** for more information on how to contact Unisa via SMS (only for students in within the borders of South Africa). The student will receive an auto response SMS with the various SMS options. This SMS will cost R1.

Students can also SMS enquiries directly to:

**43578:** for applications and registrations  
**43584** for assignments  
**43584** for examinations  
**43579** for study material  
**31954** for student accounts  
**43582** for *myUnisa* and *myLife*

The cost per SMS is 50c.

\* The SMS number is only for students residing in South Africa. International students are urged to make use of the e-mail address [info@unisa.ac.za](mailto:info@unisa.ac.za).



Fax enquiries to **+27 (0)12 429 4150**

### ➤ I cannot access *myUnisa*

Please send an email to [mylifehelp@unisa.ac.za](mailto:mylifehelp@unisa.ac.za) or send an SMS to 43582. Provide as much detail as possible about the problem experienced.

➤ **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 are also indicated on *myUnisa*.

- ***myUnisa* indicated Assignment cancelled**

As indicated earlier: all assignments are managed by the Assignment section. Academic departments do not receive any communication or copies of communication from the Assignment section to students. Please send an e-mail to [Assign@unisa.ac.za](mailto:Assign@unisa.ac.za) as soon as possible and enquire why and what has to be done.

- **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 because no assignments are received or marked in the department.

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

- **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).

- **My Semester mark is incorrect**

Are you sure your calculation is correct? Did you use marks obtained for both assignments to calculate the Semester mark? If so, please revise the section in this tutorial letter dealing with Semester marks.

➤ **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.

Please take note that the marks for any errors in Assignment 02 and the examination will all be adjusted ONLY in the examination to give you the bigger benefit. No marks for Assignment 02 will be adjusted because only 20% of that adjustment will make no significant contribution to your final mark. If the mark is adjusted in the examination, you get a full mark.

➤ **What happens if I fail the examination?**

Please remember that Unisa provides a student two examination opportunities provided that the applicable requirements are met. These two examination opportunities have to be consecutive examinations. This means:

Should you fail COM1501 in the first semester and qualify for a supplementary examination (ie 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 2016.

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.

➤ **Final year (F1) students**

F1 students, in other words, those students who ONLY need COM1501 to complete their degree, need to contact the module coordinator as soon as the examination results have been released.

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.

## 12 CONCLUSION

Please note that this tutorial letter had to be written and finalized 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 follow-up tutorial letters and postings on *myUnisa*. If, however, you come across something that does not make sense of your find clashes, information that is not clear, or received 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!

**“An investment in Knowledge pays the best interest”**

Benjamin Franklin



Mercy Bvuma  
Module coordinator  
Tel: 012 429 3508  
E-mail: bvumamp@unisa.ac.za

### SOURCES CONSULTED

Mc Kenzie, EC. *14,000 quips & quotes for writers & speakers*. New York: Wings Books

Schmidt, Henk G, Cohen-Sthotanus, Janke, van der Molen, Henk T, Splinter, Ted AW, Bulte, Jan, Holdrinet, Rob, van Rossum, Herman JM. 2010. Learning more by being taught less: a "time-for-self-study" theory explaining curricular effects on graduation rate and study duration. *Higher Education* 60(3): 287-300

Steinberg, S. 2007. *An introduction to communication studies*. Juta: Cape Town

Steinberg, S & Du Plooy, GM. 1999. *An introduction to Communication Science. Only study guide for COM101X*. Pretoria: University of South Africa

University of South Africa. 2006. *Fundamentals of Communication. Only study guide for COM101X*. Pretoria: University of South Africa