

COM1501

(482384)

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FUNDAMENTALS OF COMMUNICATION

Duration 2 Hours

100 Marks

EXAMINERS
FIRST

MS MPN BVUMA

MRS MM VAN HEERDEN

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This examination question paper consists of **16** pages and consists only of multiple-choice questions. 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)

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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) The mark which you obtain will be converted to a percentage
- (4) Make sure that your student number, the code of the paper **COM1501**, and the unique paper number (**482384**) appear on the **mark-reading sheet**
- (4) Instructions for the completion of the mark-reading sheet appear at the back of this paper
- (5) The mark-reading sheet has to be completed by using a pencil **ONLY**
- (6) After answering this examination paper you have to hand in
 - **ONE** mark-reading sheet
 - **ONE** examination paper

[TURN OVER]

QUESTIONS

Match the stage in the development of human communication in Column A with the information in Column B that best describes the particular stage

	Column A		Column B
Q1	Speech and language	1	Road and postal systems made transportation of information easier
Q2	Writing	2	Books, newspapers, electricity and the telegraph were invented
Q3	Print	3	A worldwide network of communication exists
Q4	Electronic mass media	4	People could think, plan, hunt and made cave paintings
		5	Hieroglyphics, clay tablets, papyrus and wood pulp was used

Q5 A large number of definitions for communication exist and all of these depend on the view of the theorist. The two general views of communication, however, are that of a _____ and _____ view.

- (a) technical
- (b) transactional
- (c) meaning centred
- (d) interpretative

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

Q6 Experimental research is when

- (1) the researcher uses two similar groups of people and exposes them to the same variable
- (2) the research is conducted at the place where the phenomenon occurs
- (3) information is collected from a selected group of people
- (4) mass media is analysed to gather information

[TURN OVER]

- Q7** In order for all scientists to work together and share an understanding of communication, they have to first define the components of communication. At the heart of this action we have a _____, that word to which all scientists in a specific field attach the same meaning so that they can understand one another
- (1) concept
 - (2) system
 - (3) code
 - (4) message
- Q8** Ethnographic research means that the researcher will have to
- (1) distribute questionnaires to participants
 - (2) live amongst people to observe their behaviour
 - (3) study artefacts and publications
 - (4) conduct focus group interviews
- Q9** Consider the options below and identify the encoder of communication in a dyadic situation
- (1) Recipient
 - (2) Message
 - (3) Medium
 - (4) Communicator
- Q10** A communicator-recipient is someone who
- (1) uses words, gestures, thoughts and feelings to communicate with others
 - (2) responds to a message
 - (3) listens when someone speaks
 - (4) sends and receives messages at the same time
- Q11** How many of the following statements about communication models are correct?
- (a) Models cannot fully represent the complexity of a dynamic process
 - (b) Models are made up of different concepts that are arranged diagrammatically
 - (c) Models seldom serve a scientific purpose in communication research
 - (d) Models should look attractive to encourage people to study and understand them
- (1) One
 - (2) Two
 - (3) Three
 - (4) Four

[TURN OVER]

Read the scenario below and answer the question that follows.

The most important aspect in communication is the transmission process. It was exceptionally important for _____ to ensure that the maximum amount of information sent was received, and to identify the most appropriate channel that would transmit the maximum amount of sounds and/or signals (Steinberg 2007: 54)

Q12 Consider the options below and identify the key containing the name of the theorist(s) whose communication model contained the characteristics reflected in the scenario above

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

Read the scenario below and answer the question that follows.

Any political party canvassing for votes needs to be familiar with their constituencies and the different segments of the population. This information is essential because the parties each have to determine who their selected representatives will be, what the most suitable mediums would be to use in order to convey appropriate content applicable to each community in the circumstances or situation in order to ensure they win the most votes

Q13 The above scenario demonstrates the essential elements of communication model

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

Q14 Which of the following advanced communication theories highlights the use of symbols (language) to negotiate meaning in interaction with other people?

- (1) Hermeneutics
- (2) Phenomenology
- (3) Symbolic interaction
- (4) Cultural studies

[TURN OVER]

Q15 Two South African artists recently each created controversial paintings in which President Zuma was depicted. Brett Murray was responsible for *The Spear* and Ayanda Mabulu drew a painting of President Zuma and Atul Gupta. These paintings clearly depicted Gombrich's theory illustrating the "relationship between perception and the way in which works of art are expressed and interpreted." Both these artists were able to communicate their interpretations to the world by using the _____ in which they were skilled to express themselves.

- (1) channel
- (2) medium
- (3) context
- (4) concept

Q16 The facts in the question above (Q15) just prove that perception

- (1) is a personal, subjective and unique view of others
- (2) is based on information processed in our brain and stored in our memory
- (3) always provides us with an accurate representation of others
- (4) can cause a distortion and misunderstanding of many situations

Q17 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 (Steinberg 2007: 60) is the essence of

- (1) phenomenology
- (2) hermeneutics
- (3) critical theory
- (4) cognitive theories

Read the scenario below and answer the question that follows.

(1) Desmond was rushing off to his first discussion class for Communication Science 101 when his eye caught a glimpse of a girl in a very short red skirt. (2) "Wow! I hope she's in my class," he thought to himself. (3) He settled down in a seat near the back of the lecture hall and looked around to see if he could spot the girl in the short skirt. (4) A few minutes later the lecturer arrived and raised her eyebrows in surprise to see how crowded the lecture hall was. (5) She cleared her throat and said, "Good morning."

Q18 Which nonverbal behaviour is illustrated in sentence (1)?

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

[TURN OVER]

Read the scenario below and answer the question that follows.

There are many different newspapers available in the world. Broadsheet newspapers are larger and carry more serious news than tabloid newspapers. Tabloid newspapers are about half the size of broadsheet newspapers and usually contain sensational news. Different people choose to read specific newspapers for specific content — to such an extent that some people only read political commentary or stories which support their own political views. Other people just read sport because it is their passion in life and they need to be up to date with specifics. Some people prefer to be exposed to gossip or celebrity news, while others prefer to just study advertisements in newspapers in order to plan their shopping.

Q19 Our choice to read content reaffirming our frame of reference, interest and that which supports our beliefs, values and attitudes, is known as

- (1) organisation
- (2) selection
- (3) selective exposure
- (4) selective attention

Read the scenario below and answer the question that follows.

You have found a very interesting book and cannot wait to get home to read it. After completing all your shopping for the day, you pour a drink, make yourself comfortable and immediately start reading. That book is so interesting, you are engrossed in it and don't even hear the commotion down in the street or the clock striking on every hour. The book has grabbed your attention and your brain has chosen something which is relevant to this particular situation.

Q20 Which stage in the perception process is illustrated by the above scenario?

- (1) perceptual organisation
- (2) interpretation
- (3) selection
- (4) attention

Read the scenario below and answer the question that follows.

Active and effective listening enables us to interpret messages conveyed accurately and to provide applicable and accurate responses or feedback. It also promotes a better understanding between people who communicate. That is why, when we practice interactive listening, we should listen to the content as well as the relational levels of the messages conveyed.

[TURN OVER]

Q21 Identify the option containing the sequential stages of the listening process that will ensure we are able to practice interactive listening

- (1) Sensing and attending, message, understanding and interpreting, remembering and responding
- (2) message, sensing and attending, understanding and interpreting, remembering and responding
- (3) Sensing and attending, message, understanding, remembering, responding
- (4) Message, sensing and attending, interpreting, remembering and responding

Q22 Effective listening skills imply the correct interpretation of verbal and non-verbal responses, and the provision of appropriate feedback resulting in successful communication. This can be achieved despite the fact that we may have different frames of reference. The traits of the _____ model of communication can be demonstrated when both parties involved in dyadic communication fulfill the roles of communicator and recipient, and take turns to express and interpret messages in order to negotiate the meaning.

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

Read the scenario below and answer the question that follows.

You have come to realise that talk has really become cheap and that very few people actually listen attentively to what you say when you speak. You tested this statement by asking someone something, by listening to their response or feedback and by evaluating that against what your initial question was. Your conclusion was that people do not practice effective listening skills anymore. You have subsequently decided to recommend techniques which they can practice to develop efficient listening skills in order to retain information.

Q23 Consider the options below and identify the key containing methods which could assist in retention of information.

- (1) Show you are listening, anticipate what is coming, form associations, make notes
- (2) Listen to understand ideas, form associations, make notes, construct mnemonics
- (3) Show you are listening, listen to understand ideas, form associations, construct mnemonics
- (4) Anticipate what is coming, form associations, make notes, construct mnemonics

[TURN OVER]

Q24 Non-verbal communication refers to

- (1) intentional messages
- (2) unintentional messages
- (3) intentional and unintentional messages not written or spoken
- (4) intentional and unintentional messages written or spoken

Read the scenario below and answer the question that follows.

You are trying to catch up on outstanding work. Your concentration is interrupted by a colleague who needs some advice and while the two of you are exchanging ideas, your phone rings. You tend an apology and take the call. It is your partner lamenting about an incident at the office, and the more you subtly explain "*we can talk about it later tonight*", the more your partner talks. During the telephone conversation you raise your eyebrows and wink at your colleague to show you are almost done with the conversation. Eventually you use your free hand to make movements showing your colleague you are trying to get your partner to hurry up or finish the conversation.

Q25 Which function of communication is served by your hand movements showing your colleague you wish your partner would speed it up and finish the conversation?

- (1) Accenting the verbal message
- (2) Contradicting the verbal message
- (3) Regulating the flow of communication
- (4) Complementing the verbal message

Q26 Steinberg (2007: 92) quotes Watzlawick, Beavin & Jackson (1968: 51) who claimed that "*One cannot not communicate*" in order to demonstrate that both verbal and non-verbal behaviour convey communication or messages. Consider the scenario below and identify the applicable aspect of non-verbal communication.

After four years of hard work and dedication, you receive confirmation that you would be walking across the stage to receive your degree on Friday night. As you stand in line and wait for your name to be read out, you notice your mouth is dry, you have an irregular tight feeling in your throat, and you are trembling. These non-verbal cues are known as

- (1) complementing behaviour
- (2) leakage
- (3) accenting behaviour
- (4) an impervious response

[TURN OVER]

Q27 Consider the options below and identify the correct key

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

Q28 Consider the options below and identify the key containing the characteristics applicable to emblems

Emblems

- (a) are intentional
- (b) are appropriate when verbal channels are not impractical
- (c) substitute verbal communication
- (d) represent the connection between verbal communication and physical behaviour

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

Q29 Consider the options below and identify the key containing the characteristics applicable to illustrators

Illustrators

- (a) are intentional
- (b) assist in accurately conveying intended meaning
- (c) make communication more exact
- (d) are more universal than emblems

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

[TURN OVER]

Q30 During a performance interview a young newly appointed employee burst into tears. Her nerves were shattered and she was so delighted to hear that she actually exceeded all expectations. Her tears were thus tears of joy and this non-verbal action is known as

- (1) an illustrator
- (2) a regulator
- (3) an adaptor
- (4) an affect display

Read the scenario below and answer the question that follows.

You are the facilitator of a very difficult group of people. During your introduction and stipulation of ground rules, an altercation breaks out in the back row. You immediately stop talking, frown and have a puzzled look on your face.

Q31 Which category of nonverbal communication is represented by your facial expressions?

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

Q32 Identify the class of body movements represented by your frown and the puzzled look on your face as referred to in the scenario in the previous question (Q31)

- (1) Gesture
- (2) Eye contact
- (3) Adaptor
- (4) Regulator

[TURN OVER]

Q33 Read the scenario below and then identify the category of non-verbal communication to which the perception of space relates to.

Institutions of Higher Education have been subject to strikes and demonstrations over the past two years. Vice Chancellors, various institutional committees and members from the different unions and factions had to meet on a regular basis in order to try and reach agreements and settlements. Some of these meetings could take place in the office of a Vice Chancellor, situated on a whole level in a specific building on a specific campus as the space was large enough to accommodate all the representatives.

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

Q34 Which distance listed below is applicable to the social distance zone?

- (1) 45-120cm
- (2) 120-360 cm
- (3) more than 360 cm
- (4) 0-45 cm

Read the scenario below and answer the question that follows.

Many people are never on time for anything at work. They arrive late at work and simply turn up late for meetings, presentations or appointments without tendering any apology. This disrespect for punctuality has an effect on how conveners and chairpersons of meetings interpret that behavior and the message conveyed. This rude and irresponsible behavior has also become intolerable and some people now lock doors once meetings have commenced to keep disturbing late comers outside the venue.

Q35 Consider the options below and identify the key indicating the field of study concerned with the use of time.

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

Read the scenario below and answer the question that follows.

Spatial zones are experienced and valued differently by individuals and diverse cultures. Proxemic norms also differ cross-culturally and according to Steinberg (2007: 100) research has led to the identification of high-, low- and moderate- contact cultures.

[TURN OVER]

Q36 Consider the options below and identify the key containing moderate-contact cultures as identified by the researchers to which Steinberg refers

- (1) Russian, Arab, French, Italian
- (2) German, Danish, East Asian, Latin-American
- (3) Canada, Australia, New Zealand, United States
- (4) Italian, United States, French, Danish

Read the scenario below and answer the question that follows.

The environment in which people meet discloses information about the office's occupant. A cluttered office creates the impression of being disorganised. Having to sit across the desk (a barrier) from someone as opposed to next to one other or simply across one another without a barrier, emphasises the formality of messages, and the exertion of power. This behavior is in contrast with an open conversation where ideas will be exchanged and welcomed. Colour in an office can also stimulate physical and emotional responses and can elevate one's mood as well.

Q37 Which colour listed below can be associated with a jovial, cheerful and joyful mood?

- (1) Red
- (2) Green
- (3) Orange
- (4) Yellow

Q38 The pleasant or unpleasant sound, tone, pitch and volume of one's voice are all characteristic of

- (a) vocal interferences
 - (b) vocal characteristics
 - (c) paralanguage
 - (d) stereotyping
-
- (1) a
 - (2) b c
 - (3) c d
 - (4) a b d

[TURN OVER]

Q39 Consider the options below and identify the most comprehensive definition of language which emphasizes the importance of language in our everyday lives

Language is

- (1) a unified system of words which allows people to think, share meaning and define their reality
- (2) the combination of words (vocabulary) and grammar used
- (3) the use of signs to create, share and interpret meanings
- (4) the use of words to create and co-ordinate social, political and economic activities

Read the scenario below and answer the question that follows.

Once you pass this module and move on to the next level in your degree, you will be required to study texts and write assignments. These assignments will be assessed by academics and feedback will give guidance as to where improvements are required to rectify incorrect or incomplete detail

Q40 Which use of language will be applicable when a lecturer comments in a written assignment "*this is excellent work*" ?

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

Q41 We are not all able to afford holidays overseas. That does not prevent us from watching travel programmes on television or reading books on specific countries in order to obtain tourist information and other details about a particular destination. These activities of watching television or reading books in order to experience foreign travel illustrate our use of language to

- (1) evaluate
- (2) label and define
- (3) substitute direct experiences
- (4) entertain

[TURN OVER]

- Q42** The Oscar Pistorius murder trial had many witnesses from both sides who gave evidence in court. Judge Masipa's assessment of the courtroom testimonies had to be based on concrete and objective information which demonstrated the use of the _____ function of communication.
- (1) expressive
 - (2) phatic
 - (3) referential
 - (4) conative
- Q43** "*Finders keepers, losers weepers*" and "*Walala wasala*" intends to (amongst others) draw attention to the sound patterns and syntax of the message. The function that language fulfils in these examples is known as the _____ function.
- (1) expressive
 - (2) conative
 - (3) phatic
 - (4) poetic
- Q44** I am sure that you have all experienced an instance where, while travelling somewhere and speaking on the cell phone (hopefully via Bluetooth or earphones and not while driving), the signal comes and goes. You then frequently have to ask "*Can you hear me? Hello, hello, are you still there?*" This use of language fulfills the _____ function of language.
- (1) phatic
 - (2) conative
 - (3) poetic
 - (4) expressive
- Q45** Accusations of racism have become a world-wide phenomenon and we often find that comments made by one individual are misunderstood out of context, or are sometimes very insensitive. In one such incident, Person A made a comment to which Person B reacted with anger. The result was that Person A asked with disgust "*Are you implying I am a racist?*" This questioning of the use of codes and language in that context fulfills the _____ function of language.
- (1) referential
 - (2) expressive
 - (3) metalinguistic
 - (4) poetic

[TURN OVER]

Q46 A word is a

- (1) sign
- (2) signal
- (3) code
- (4) system

Q47 Consider the options below and identify the key containing the most comprehensive list of natural signs

- (a) Cough
- (b) Smoke
- (c) Tree
- (d) Dog

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

Q48 People, their cultures, frames of reference and social backgrounds differ and these have to be considered when we interact with one another. It is essential for the understanding of one another and for successful communication that we also agree on the meaning of some words and contexts when we speak. The fact that we may all have a different understanding and interpretation of, for example, "strike" relates to the . meaning of that word

- (1) arbitrary
- (2) denotative
- (3) natural
- (4) connotative

Q49 Consider the options below and identify the most comprehensive list of abstract words

- (1) Book, love, brain, dove
- (2) Book, fire, stove, plant
- (3) Honesty, dove, ethics, plant
- (4) Honesty, integrity, ethics, love

[TURN OVER]

Q50 Consider the options below and identify the most comprehensive list of concrete words

- (1) Book, love, brain, dove
- (2) Book, fire, stove, plant
- (3) Honesty, dove, ethics, plant
- (4) Honesty, integrity, ethics, love