

COM1501 (475773)
SECOND PAPER

May/June 2018

Fundamentals of Communication

Duration 2 Hours

100 Marks

EXAMINERS

FIRST

MS MPN BVUMA

SECOND

MRS MM VAN HEERDEN

Closed book examination

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This paper consists of **14** 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)

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

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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) Make sure that your student number, the code of the paper (**COM1501**) unique paper number (**482559**) or (**RCM1501**) unique paper number (**495976**) 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 must be completed by using a pencil **ONLY**
- (6) After answering this examination paper, you **MUST hand in the following**
 - ONE** mark-reading sheet
 - ONE** examination paper

[TURN OVER]

QUESTIONS

- Q1 Five major stages in the development of human communication are distinguished according to different 'ages' Which option lists the ages in the correct chronological order?
- (1) Writing, speech and language, electronic mass media, printing
 - (2) Writing, printing, speech and language, electronic mass media
 - (3) Speech and language, writing, printing, electronic mass media
 - (4) Writing, speech and language, printing, electronic mass media
- Q2 In the ancient times, people made vocal sounds and could communicate information about their environment in various ways Which option contains the most comprehensive means of communication at that time?
- (1) Senses, sight, touch, cave paintings
 - (2) Gestures, writing, speech, facial expressions
 - (3) Cave paintings, posture, touch
 - (4) Touch, grunts, senses, facial expressions
- Q3 The development and use of paper resulted in a significant change for humans, because information could now be recorded where it was previously conveyed through word of mouth What is the correct chronological measures used to record the earliest forms of writing up to the use of paper?
- (1) Cuneiform, animal skins, hieroglyphics, papyrus, parchment, paper
 - (2) Hieroglyphics, cuneiform, animal skins, parchment, papyrus, paper
 - (3) Animal skins, parchment, papyrus, hieroglyphics, cuneiform
 - (4) Hieroglyphics, animal skins, papyrus, parchment, paper
- Q4 During which age did literacy reached the masses?
- (1) Writing
 - (2) Print
 - (3) Speech and language
 - (4) The electronic mass media
- Q5 During which era in the development of human communication, did people start to express their creativity in the form of art?
- (1) Speech and language
 - (2) Writing
 - (3) Electronic mass media
 - (4) Mass communication

- Q6 Michael Jackson passed away unexpectedly in June 2009. Many people were filled with sadness and wanted to pay tribute to the late pop star. Numerous radio stations across the globe interviewed people and asked why and how they would remember him. What was the purpose of communication (from those interviewed, even though they did not know the pop star personally)?
- (1) To give expression to an informed decision
 - (2) To boost their sense of self
 - (3) To satisfy a psychological need
 - (4) To confirm a relationship with the singer
- Q7 People use mass media for various reasons. A family watching a specific programme on television do so with the intention to relax and spend some quality time together. They soon discover that their watching television together is inhibiting their conversation. What is this negative effect of watching television together without communicating?
- (1) An intentional effect
 - (2) A decision-making effect
 - (3) An unintentional effect
 - (4) A persuasive effect
- Q8 What was the most remarkable achievement of the 20th century, according to Steinberg?
- (1) The speed with which communication developed
 - (2) The advent of electricity
 - (3) The creation of the wired world
 - (4) The development of print
- Q9 Advertisers use (or misuse) specific holidays to make more money, for example Valentine's Day. Red roses are exceptionally expensive on Valentine's Day and you should be prepared to pay R250 for a bunch for your loved one on this day. The messages displayed in advertisements at this specific time of year are directed towards our emotions that are associated with a basic need. With which need (according to Packard's theory) can the fact that you are prepared to buy a bunch of red roses for your loved one at this price, be associated?
- (1) Love objects
 - (2) Emotional security
 - (3) Ego gratification
 - (4) Assurance of worth

Q10 Interpersonal communication enables us to understand one another. It provides information about ourselves because by what people say or the way in which they respond to us, we develop a sense of who we are and how people react to our behaviour. We want people to respect us and many people expect public recognition for what they do.

In terms of Maslow's hierarchy of needs, to which need does a sound sense of self, the enhancement of respect for others and self-respect relate?

- (1) Esteem
- (2) Decision making
- (3) Sense of self
- (4) Persuasion

Q11 Which of Maslow's needs are similar to those of Packard?

- (a) Maslow's need for security and Packard's need for immortality
- (b) Maslow's social needs and Packard's ego gratification
- (c) Maslow's need for esteem and Packard's need for love objects
- (d) Maslow's need for safety and Packard's need for reassurance of worth

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

Q12 A number of violent killings of women has rocked South Africa lately. In a recent incident, a young woman was necklaced and murdered by her partner in a Johannesburg township. This has upset the whole country and a number of researchers have then decided to take action. The researchers involved the entire community and a questionnaire is to be distributed to every household of this particular township. What type of research will be conducted?

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

- Q13 Various warnings for the spread of the Ebola virus were made worldwide in 2014. Many countries threatened to close some of their borders and not to allow access to people from countries where Ebola was prominent. People were also warned not to travel to countries in which the Ebola virus was evident. What does this information reflect according to Packard's needs?
- (1) A need for a sense of power
 - (2) A need for emotional security
 - (3) A need for immortality
 - (4) A need for ego gratification
- Q14 Most shopping centres have parking bays reserved for people with disabilities. What does the sticker displaying a wheelchair in a car window represent, meaning that the owner or driver of that vehicle has a disability?
- (1) A code
 - (2) A sign
 - (3) A channel
 - (4) A medium
- Q15 Many academics at universities write books that are prescribed for different courses and modules all over the world. What does the presentation of messages by means of publications imply?
- (1) These authors accept messages
 - (2) These authors decode messages
 - (3) These authors receive messages
 - (4) These authors encode messages
- Q16 Who believed that the channel used during communication is the most important aspect for successful communication?
- (1) Shannon and Weaver
 - (2) Schramm
 - (3) Lasswell
 - (4) Lasswell and Schramm

- Q17 Your entire office must attend a presentation by a colleague whom you do not admire at all. Due to your dislike for this person, you hardly pay any attention to the presentation. What causes your lack of paying full attention?
- (1) Your frame of reference
 - (2) Internal noise
 - (3) Semantic noise
 - (4) External noise
- Q18 Lasswell believed that the purpose of communication was to persuade the recipient to adopt a specific point of view. Therefore, the correct person should have conveyed the message through the most efficient medium. How did Lasswell regard communication, to justify this belief?
- (1) Communication is a transaction
 - (2) Communication is interpersonal
 - (3) Communication is a linear process
 - (4) Communication is an interactive process
- Q19 Which communication theorist(s) was/were the first to recognise the following?
- (a) Participants had to share a common frame of reference
 - (b) Participants needed to actively encode, transmit, receive, decode and respond during a communication encounter
 - (c) Messages could have more than one meaning
 - (d) Both content and meaning of messages were important to ensure successful communication
- (1) Lasswell (a)
 - (2) Shannon and Weaver (b)
 - (3) Schramm (c)
 - (4) Shannon (d)
- Q20 A dynamic view of communication regards the communication process as constantly being in motion, because messages are travelling between the parties who are actively involved in exchanging meaning and creating relationships. To which view of communication do these characteristics relate?
- (1) The meaning-centred view
 - (2) The transactional view
 - (3) The technical view
 - (4) The circular view

- Q21 What does the view that communication only relates to the transmission process (how the message is sent and received) from Person A to Person B represent?
- (1) The technical view
 - (2) The transactional view
 - (3) The meaning-centred view
 - (4) The circular view
- Q22 Which options relating to **perception** are correct?
- (a) We need to question the accuracy of our perceptions of other people
 - (b) Our perception of others can be checked by means of dialogue
 - (c) Perceptions of people do not need to change over time
 - (d) Our perception of people is based on reality
- (1) a, c
 - (2) b, d
 - (3) a, d
 - (4) a, b
- Q23 What do you call the fact that the human brain can select relevant information in a specific situation and arrange that information in meaningful patterns related to our frame of reference?
- (1) Selection
 - (2) Selective exposure
 - (3) Perception
 - (4) Perceptual organisation
- Q24 In which **communication context** you will have little or no opportunity to directly interact with the encoder?
- (1) Dyadic communication
 - (2) Mass communication
 - (3) Interpersonal communication
 - (4) Small-group communication

- Q25 Our understanding of the world and people around us is not always correct due to our own perceptions, based on our senses and frame of reference. Although perception is a personal process and provides one with a unique view of the world and people, these perceptions may be subjective or biased resulting in inaccurate representations. By what means can perceptual inaccuracies be corrected?
- (a) Interpretations
 - (b) Consensus
 - (c) Multisensory cross-checks
 - (d) Listening
- (1) a, b
(2) b, c
(3) c, d
(4) a, b, c, d
- Q26 What are the correct stages of the listening process?
- (1) Sensing, remembering, interpreting, understanding
 - (2) Understanding, attending, feedback, remembering
 - (3) Understanding, responding, feedback, remembering
 - (4) Sensing, understanding, remembering, responding
- Q27 For people to interpret messages and responses more accurately when communicating and to have a better understanding of the people and their messages, in what do we have to be involved?
- (1) Active listening
 - (2) Listening
 - (3) Hearing
 - (4) Understanding and interpreting
- 28 To what type of listening do the following characteristics refer?
- (a) Paying attention to what is said and how it is said
 - (b) Taking note of the feelings of the communicator
 - (c) Listening to spoken words
 - (d) Listening for and observing non-verbal cues
- (1) Discriminative listening (a)
(2) Critical listening (b)
(3) Reflective listening (c)
(4) Interactive listening (d)

- Q29 After the December school holidays, many learners came back to school with weird and unacceptable 'holiday hair styles' On this first day of school you had to listen and adjudicate oral presentations made by matric pupils The first matriculant you had to listen to had hair standing on all ends, coloured purple with yellow stripes in Your personal prejudice towards the matriculant's appearance caused a listening barrier Which barrier was the root cause of your inability to listen with the attention the matriculant deserved?
- (1) An internal listening barrier
 - (2) An external listening barrier
 - (3) Inaccurate listening
 - (4) A lack of concentration
- Q30 In August 2014 it was announced that a curator was to be appointed for African Bank Many meetings took place but the most important one was where staff were addressed on the issue of their continued employment During one such meeting the curator, board members, union representatives and employees addressed the audience on different issues and aspects Which types of listening were staff demonstrating during this meeting?
- (a) Interactive listening
 - (b) Critical listening
 - (c) Reflective listening
 - (d) Discriminative listening
- (1) a, b
 - (2) a, b, c
 - (3) b, c, d
 - (4) a, b, d
- Q31 You are introduced to a new employee You shake his hand, look him in the eye, smile and say that you are pleased to meet him What is the role of your non-verbal communication in relation to your verbal communication in this situation?
- (1) It is reinforcing your verbal communication
 - (2) It is replacing your verbal communication
 - (3) It is complementing your verbal communication
 - (4) It is contradicting your verbal communication

Q32 As seen with the development of communication and the communication models designed by various theorists, feedback is an important component of successful communication. Feedback indicates whether the intended message was received correctly, whether it was regarded positively or negatively, and whether the communication style should be changed.

In successful communication, the communicator and recipient both have a mutual responsibility to give and receive feedback. What do people demonstrate when inappropriate feedback does not encourage effective communication and when someone fails to acknowledge your attempt to communicate even though they have heard you?

- (1) An impervious response
- (2) A tangential response
- (3) An irrelevant response
- (4) An interrupting response

Q33 A number of techniques can be practiced to improve listening skills. Which option suggests that one should anticipate what is coming, form associations, take notes and construct mnemonics to improve listening skills?

- (1) Focussing attention
- (2) Showing that one is listening
- (3) Listening to analyse and evaluate the content
- (4) Listening to retain information

Q34 When an actor or actress receives a statue at the Oscar awards ceremony, they are expected to move to the podium and then have limited time to make a short speech. Last night one such actress started crying at the podium and was therefore unable to speak. What do you call this non-verbal relational information (her emotional state and feeling) and her crying (the non-verbal cue)?

- (1) A cultural phenomenon
- (2) Stereotyping
- (3) Regulation
- (4) Leakage

Q35 When your mother calls you on the phone, your partner always laughs at the gestures you make with your hands. While your mother is talking, you use these gestures to show that your mother must get to the point, hurry up and finish the conversation. What is the function of your non-verbal communication in this instance?

- (1) To complement the flow of the verbal interaction
- (2) To replace the flow of the verbal interaction
- (3) To regulate the flow of the verbal interaction
- (4) To reinforce the flow of the verbal interaction

- Q36 You take a selfie to show some friends how you painted and pouted your lips to look silly at a party. The class of kinesics is an applicable category of non-verbal communication. What does this selfie represent?
- (1) An illustrator
 - (2) A regulator
 - (3) An affect display
 - (4) An adaptor
- Q37 When one wants to draw the attention of a senior staff member in a discussion with a group of executives, eye contact may not be possible. It is very often necessary to walk towards the senior staff member and touch them on the elbow to get their attention. Which category of non-verbal communication refers to the use of touch to convey messages?
- (1) Haptics
 - (2) Chronemics
 - (3) Proxemics
 - (4) Kinesics
- Q38 The status of an individual can be communicated through space, and nationality and culture dictates how different people use space in communication interactions. The distance that people maintain between themselves in a communication interaction can indicate who have a close relationship and who maintain a formal relationship (irrespective of their status). What do you call the study of how people's perception of space communicates information?
- (1) Haptics
 - (2) Chronemics
 - (3) Proxemics
 - (4) Personal appearance
- Q39 Which spatial zone (generally) is applicable to a personal distance for most people?
- (1) 0 – 45 cm
 - (2) More than 360 cm
 - (3) 120 – 360 cm
 - (4) 45 – 120 cm

- Q40 A hitchhiker walks along the road and uses a thumb to indicate he needs a lift. What do you call this non-verbal sign?
- (1) An emblem
 - (2) A regulator
 - (3) An adaptor
 - (4) A gesture
- Q41 It is extremely frustrating when a person speaks and continually uses sounds and words, such as 'uh, uh' and 'you know, you know' in every sentence. When such words or similar expressions are used excessively they interrupt our listening, concentration and comprehension of the message. What do you call this phenomenon (using 'uh' 'uh' 'uh' or 'you know, you know')?
- (1) Vocal characteristics
 - (2) Paralanguage
 - (3) Vocal interference
 - (4) Vocal gesture
- Q42 What is the purpose of language when you use a word such as *stupid* to refer to the intellectual ability of another person?
- (1) To evaluate
 - (2) To label and define
 - (3) To entertain
 - (4) To talk about language
- Q43 Vocal signs accompany spoken language, they concern the sound of our voice and the range of meanings that people convey through their voices (rather than using words). What do you call these vocal signs?
- (1) Vocal characteristics
 - (2) Paralanguage
 - (3) Vocal interference
 - (4) Vocal gesture
- Q44 Everyone has a name. What is the purpose of language when someone calls us by that name?
- (1) To evaluate
 - (2) To label and define
 - (3) To entertain
 - (4) To talk about language

- Q45 During the court case of Oscar Pistorius, both Advocates Gerrie Nel and Barry Roux used communication that was oriented towards the content of the matter. Which function of language did they illustrate?
- (1) Phatic
 - (2) Conative
 - (3) Referential
 - (4) Expressive
- Q46 Your superb new cellphone is playing funny tricks on you with the line breaking up every now and again. You must constantly ask the person on the other end to repeat what they have just said and saying "Hello, can you hear me?" to sustain the connection. What function of language do you illustrate by asking "Hello, can you hear me?"
- (1) Phatic
 - (2) Conative
 - (3) Poetic
 - (4) Expressive
- Q47 Genderlect theorists denote linguistic differences amongst different genders. Some researchers believe that the differences in the way men and women speak is obvious. In terms of feminine communication rules, why do women talk?
- (1) To allow others to participate, address problems and build relationships
 - (2) To show interest in others and address their needs, solve problems and give advice
 - (3) To hold attention and prove yourself and build relationships with others
 - (4) To identify their knowledge and expertise and deal with feelings and personal ideas
- Q48 When Oscar Pistorius had the opportunity to answer Advocate Gerrie Nel's questions in his court hearing, his emotional state was evident. Oscar used language to explain his feelings, why he believed that the shooting was accidental and what his attitude towards Reeva was. Which function of language does his communication represent?
- (1) Phatic
 - (2) Conative
 - (3) Referential
 - (4) Expressive

Q49 You are a grade guardian at your local school and have caught a number of Grade 10 learners smoking dagga. You call all these pupils in and say to them "If you do not adhere to the school rules, you will appear before a disciplinary committee of the school governing body. Do you catch my drift?" Which function of language did you use when you reprimanded the pupils?

- (1) Expressive function
- (2) Conative function
- (3) Metalinguistic function
- (4) Phatic function

Q 50 Your parents have promised to give you a car once you graduate from university. You are excited and assume it will be a brand-new car. When your father takes you to the garage, you are shocked to see that it is his 1976 model car. What caused this miscommunication?

- (a) The Sapir-Whorf hypothesis
- (b) Perception
- (c) Lack of clear language
- (d) The connotative meaning assigned to 'car'

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

TOTAL 50

IMPORTANT.

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