

Tutorial Letter 201/1/2018

Fundamentals of Communication COM1501

Semester 1

Department of Communication Science

IMPORTANT INFORMATION:

This tutorial letter contains important information about your module.

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1 INTRODUCTION

Dear Student

This tutorial letter contains the answers to Assignment 01 and Assignment 02 as well as information on several important issues relating to the module. We also give you some guidelines regarding the examination, and a glimpse of what you can expect in the next semester or next year, should you continue with your studies in Communication Science.

Please remember that 20% of the mark that you obtain for Assignment 02 contributes towards your semester mark.

2 DISCUSSION OF ASSIGNMENT 01 QUESTIONS

Question 1: Option 1 is correct.

According to Steinberg (2007:6), the printing process is attributed to Johannes Gutenberg in the 1950s.

Option 2 is incorrect because the Chinese invented paper made from wood pulp, while Thomas Pringle and John Fairbairn (option 3) serve as a distractor. Option 4: cave inhabitants used cuneiform and hieroglyphics as a form of writing. Therefore, this option is also incorrect.

Question 2: Option 1 is correct.

Historical research is concerned with past events, where information is no longer available to us for direct observation. As a result, we have to read and interpret the written documents, records and artefacts that people left behind (e.g. skeletons of a dinosaur at a museum). This is the correct option.

Option 2 is incorrect because it refers to content analysis. Content analysis entails that the researcher can measure the amount of something found in a representative sample of mass communication. Field research (option 3) is also incorrect, because it is suitable when the researcher wants to make observations. Option 4 refers to experimental research, which attempts to account for the influence of one factor or multiple factors on a given situation. Therefore, this option is also incorrect.

Please refer to Steinberg (2007:31, 32) for this question.

Question 3: Option 3 is correct.

The information age can also be regarded as the digital age or the computer age, as outlined by Steinberg (2007:10). The other options are distractors.

Question 4: Option 1 is correct.

According to Steinberg (2007:77), sensing is the physical part of listening. The sound vibrations must reach the hearing part of the brain before the listening process is completed.

The following options are incorrect: Option 2: you only attend to the sound of your brain after sensing has taken place. Remembering (option 3) is the process of storing the meanings that have been received so that they may be recalled later. Responding (option 4) is the final stage of the listening process, where one responds to a message.

Question 5: Option 2 is correct.

In Maslow's hierarchy of needs, safety means that all people have a need to feel safe and secure from danger and harm. When crime is rife, people install alarm systems in their homes, for instance, in order to fulfil the safety need.

Option 1: Esteem is incorrect because it refers to the respect of the self as well as others. Self-actualisation (option 3) is incorrect, because it refers to the need to fulfil one's potential to the best of their ability. Option (4) is also incorrect because it includes our physiological needs, such as the need for food, water, sleep and air.

Please refer to Steinberg (2007:22) for this question.

Question 6: Option 2 is correct.

According to Steinberg (2007: 84), an interrupting response occurs when one of the participants breaks into the conversation without allowing you, the communicator, to finish speaking, thereby interrupting your train of thought.

Option 1 (irrelevant response) occurs when the listener does not pay attention and only hears part of the conversation, causing him/her to respond in an irrelevant manner. Option 3 (impervious response) occurs when a person fails to acknowledge your attempt to communicate, even though they have heard you. They are ignoring you. Option 4 is also incorrect because it refers to when a person sidetracks the topic of a conversation.

Question 7: Option 1 is correct.

The earliest forms of writing were cuneiform and hieroglyphics (an ancient Egyptian writing using picture symbols carved into stone). Therefore, this is the correct option. The other options are distractors.

Please refer to Steinberg (2007:6) for this question.

Question 8: Option 3 is correct.

Communication as a process is NOT a fixed, static thing, as specified in option 1. All the other options are correct.

Please refer to Steinberg (2007:40) for this question.

Question 9: Option 3 is correct.

Unintentional communication entails communication taking place without the communicator's knowledge. This type of communication is usually nonverbal (gestures, tone of voice, facial expressions). This option is therefore correct.

Option 1 is incorrect, because formal communication takes place in contexts such as interviews, where both verbal and nonverbal messages are considered. Option 2 (informal communication) occurs in contexts where communication is more natural, for instance when you are talking to your friends. Option 4 is also incorrect, because intentional communication occurs when people communicate in order to reach a specific goal.

Please refer to Steinberg (2007:43) for this question.

Question 10: Option 1 is correct.

The conative function is oriented towards influencing the recipient of the message. Such messages are usually intended to persuade the recipient by means of instructions, requests, commands or other subtler acts of verbal persuasion. This is the correct option.

The phatic function (Option 2) applies when we frequently use language not just for articulating ideas, but also for making and sustaining contact with others. Therefore, this option is also incorrect. Option 3 is also incorrect because the referential function conveys concrete, objective information about the content of the message. Option 4 (expressive function) refers to our ability to use language to communicate our emotions, beliefs and opinions as well as our attitude towards the subject matter of the communication. This option is incorrect.

Please refer to Steinberg (2007:120) for this question.

Question 11: Option 1 is correct.

Dyadic communication distinguishes an encounter between two people from a small group of people. This is the correct option.

Option 2 (social communication) is a distractor. Interpersonal communication (option 3) occurs between people in a face-to-face situation (such as people in a queue). They are able to see one another and observe facial expressions and other nonverbal behaviour while they are exchanging verbal messages. This option is incorrect.

Option (4) is also incorrect, because mass communication is communication to large masses of people who do not know one another and who are usually not in the same place.

Please refer to Steinberg (2007:62–63) for this question.

Question 12: Option 2 is correct.

Self-actualisation is the most difficult need to satisfy. It refers to people's need to fulfil their potential as human beings and achieve all that they are capable of. This is the correct option.

Option 1 (social needs) refers to the need to develop meaningful relationships with others. Esteem (option 3) is the need to respect yourself and be respected by others; therefore this option is incorrect. Survival needs include our physiological needs (air, food, water and sleep/rest). Please refer to Steinberg (2007:22–23) for this question.

Question 13: Option 1 is correct.

Interpersonal communication occurs between people in a face-to-face situation (such as people in a queue). They are able to see one another and observe facial expressions and other nonverbal behaviour while they are exchanging verbal messages. This option is correct.

Intrapersonal communication (option 2) occurs when an individual sends and receives messages internally (communication with oneself). This option is incorrect. Dyadic communication (option 3) distinguishes an encounter between two people from a small group of people. This option is also incorrect. Option 4 (social) communication is a distractor.

Please refer to Steinberg (2007:62–63) for this question.

Question 14: Option 4 is correct.

People who do not know one another very well, maintain a social distance. They keep a distance of between 120 and 360 cm. The scenario states that these friends know each other "fairly" well, meaning, they are acquaintances and not very close. This option is therefore correct. When maintaining intimate distance (option 1), people are in direct contact with each other or are no more than 45 cm apart. This space is reserved for lovemaking and only those who are very close to you are allowed in it. This option is incorrect. Personal distance (option 2) allows people a space between 45 and 120 cm. Public distance (option 3), is typically used in public-speaking situations; therefore this option is incorrect.

Please refer to Steinberg (2007:97) for this question.

Question 15: Option 2 is correct.

External barriers to listening are distractions in the listening environment. They include background sounds, such as doors slamming, a traffic jam in the street or jack-hammering of working men in the nearby building. This option is correct.

Inaccurate listening (option 1) is when one pays too much attention to the communicators' ideas and forgets to interpret the emotions that are being expressed or vice versa. This option is incorrect. Option 3 (internal barrier to listening) refers to physical and psychological conditions we bring to the communication situation that may inhibit active listening. This option is incorrect. Option 4 is a distractor.

Please refer to Steinberg (2007:80) for this question.

Question 16: Option 4 is correct.

Shannon and Weaver's model is the correct model because according to Steinberg (2007:55), the greatest limitation is that there is no channel for feedback. It is also concerned with the clarity of the message and not its meaning. This is therefore the correct option.

Schramm (option 1) suggests that the communicator can adjust his or her message, or even provide additional information should the recipient not be clear about the intended meaning. In his description of the model, Schramm says, "feedback tells us how our messages are being interpreted". This option is incorrect. Lasswell's model (option 2) draws our attention to the importance of the content or meaning in the message. This option is also incorrect. Schutz's communication model (option 3) is incorrect, because it does not have a limitation of providing feedback to the communicator but mainly focuses on the facts provided by the communicator to the receiver.

Please refer to Steinberg (2007:51–56) for this question.

Question 17: NB! All students will be awarded a mark for this question because there was no option provided due to a technical error.

The correct keys are (a), (b) and (c).

Question 18: Option 3 is correct.

All the options provided refer to **perception**.

Please refer to Steinberg (2007:69) for this question.

Question 19: Option 3 is correct.

Selective attention describes how we see what we want to see and hear what we want to hear. Option 1 (selective exposure) is incorrect, because we tend to ignore those experiences that are incongruent with our existing attitudes, values and beliefs. Option 2 (perceptual organisation) refers to the organisation of what we perceive, which is largely affected by our expectations. This option is also incorrect.

Option 4 (perceptual interpretation) means that it is only after our sensory stimuli have selected and organised information that we give meaning to it by means of our frame of reference. This option is also incorrect.

Question 20: Option 1 is correct.

As a television reporter, the most important thing is to collect as much information as possible from all parties concerned in order to help publicise the abduction. This is the correct option.

Option 2 is incorrect, because you will not be ethical in your reporting if you just make conclusions and decisions based on evidence. This evidence could be inconclusive. Option 3 is a distractor. Option 4 could work, but you are the reporter and not a psychologist. Above everyone present, psychologists are the ones who have to gain rapport with the parents of the child to gain information from them as well as to calm them down.

Question 21: Option 2 is correct.

Kinesics refers to body movements, gestures, posture, facial expressions and eye contact. These include body movements. The straight face explains the facial expression, which makes it part of kinesics.

Proxemics (option 1) is the study of how people's perception of space communicates information. Chronemics (option 3) is a field of study concerned with the use of time, while haptics (option 4) is a field of study that examines messages that are conveyed by our use of touch. Therefore, all these options are incorrect.

Please refer to Steinberg (2007:94–101) for this question.

Question 22: Option 3 is correct.

Haptics is a field of study that examines messages that are conveyed by our use of touch. This explains the "touch on the manager's elbow". This is the correct option.

Chronemics (option 1) is a field of study concerned with the use of time. Proxemics (option 2) is the study of how people's perception of space communicates information. Kinesics (option 4) refers to body movements, gestures, posture, facial expressions and eye contact. These options are incorrect.

Please refer to Steinberg (2007:94–101) for this question.

Question 23: Option 4 is correct.

When we label someone by naming them, we are using language to **define** (option 4). This is the correct option.

Evaluative language (option 1) is any word or phrase that judges the rightness or wrongness of an activity or behaviour. Option 2 is incorrect because it states that language enables us to talk about the past and the future, and to communicate about people who are not present. Option 3 involves entertaining ourselves and others by telling jokes, and so forth.

Please refer to Steinberg (2007:118) for this question.

Question 24: Option 4 is correct.

Poetic language may be used as a source of intrinsic pleasure. It is not restricted to poetry. This is the correct option.

Option 1 (expressive function) refers to our ability to use language to communicate our emotions, beliefs and opinions as well as our attitude towards the subject matter of the communication. This option is incorrect. The conative function (option 2) is oriented towards influencing the recipient of the message. Such messages are usually intended to persuade the recipient by means of instructions, requests, commands or other subtler acts of verbal persuasion. This option is incorrect. The phatic function (option 3) applies when we frequently use language not just for articulating ideas, but also for making and sustaining contact with others. Therefore, this option is also incorrect.

Please refer to Steinberg (2007:120) for this question.

Question 25: Option 1 is correct.

According to Steinberg (2007:1), **theories of communication** are different ways of looking at communication. This is the correct option.

Option 2 (scientific methods) refers to a scientific study involving a special way of acquiring knowledge. The results of scientific study, that is, the results of a scientific research (option 3), are assessed with reference to generally accepted standards applied by all investigators. Historical research (option 4) is concerned with events and people of the past.

Please refer to Steinberg (2007:28–30) for this question.

3 DISCUSSION OF ASSIGNMENT 02 QUESTIONS

QUESTION 1: Option 3 is correct.

The communication model of Laswell can be regarded as a meaning-centred model of communication; thus option 3 is the correct answer. Option 1 is incorrect because, according to Steinberg (2007:54), the technical model is that which depicts the communication process as linear (one-way), and falls under the Shannon and Weavers model. Option 2 is also incorrect, because the transactional model involves both individuals communicating and negotiating meaning simultaneously. The circular (option 4) model of communication is also incorrect, because the communication process is not linear (one-way).

QUESTION 2: Option 2 is correct.

Option 2 is the correct answer, because external noises refer to stimuli in the environment that distract your attention. Internal noises are the thoughts and feelings in people that may interfere with communication; hence, option 1 is not the correct answer.

Semantic noise (option 3) is incorrect, because this noise occurs when people attach different meanings to a certain word. Personal noise (option 4) was included as a distractor, because there is no personal noise.

Please refer to Steinberg (2007:49-50) for this answer.

QUESTION 3: Option 2 is correct.

Noise was of particular importance in the communication theory or model of Shannon and Weaver, thus option 2 is the correct answer. Option 1 is incorrect, because Schutz's theory is mainly concerned with the need for love within individuals. Schramm's model (option 3) is incorrect because it emphasises the need for (or importance of) the content of the message to be accurate. Option 4 is not correct either, because the model of Laswell is mainly concerned with the effect of the message on the receiver (which is a one-way or linear process of communication as there is no feedback).

Please refer to Steinberg (2007:53–55) for this answer.

QUESTION 4: Option 1 is correct.

Option 1 is the correct answer because phenomenology studies people's perception and interpretation of objects and events from their subjective experiences of them (Steinberg 2007:60). Option 2 is incorrect, because hermeneutics is concerned with how people understand and interpret written texts (i.e the Bible). Critical theory (option 3) is incorrect, because this theory attempts to reveal the oppressive power arrangements under which people come to understand their conditions of existence. Option 4 is also incorrect, because cognitive theories focus on how the individual acquires and organises information in the mind to make sense of it.

QUESTION 5: Option 1 is correct.

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 perception; thus option 1 is the correct answer. Option 2 is incorrect, because it describes how we see what we want to see and hear what we want to hear. Selective listening (option 3) is also incorrect because there is no selective listening. Multi-sensory crosscheck (option 4) is incorrect, because it refers to perceptions that are based on information that you receive through one sense (i.e. see, hear or feel). Please refer to Steinberg (2007:69–73) for this answer.

QUESTION 6: Option 1 is correct.

NB! The correct wording should be SELECTIVE EXPOSURE. Please be mindful that an error has occurred. An "S" in option 1 was omitted, therefore, all students will be awarded a mark for this question.

Option 2 (selective attention) describes how we see what we want to see and hear what we want to hear, therefore this option is incorrect. Perception (option 3) refers to the information that is taken in by the senses, processed by the brain and stored in memory and produces a form of physical and mental response. This option is also incorrect. Option 4 (interpretation), is not the correct answer either, because interpretation is the process of explaining and evaluating information that has been selected and organised.

Please refer to Steinberg (2007:71) for this answer.

QUESTION 7: Option 2 is correct.

Critical listening is the type of listening you engage in when you suspect that the source (communicator) of the information may be biased; therefore, option 2 is the correct answer. Option 1 is incorrect, because it is a combination of (a) interactive listening and (b) critical listening and interactive listening is not a type of listening. Option 3 is incorrect, because it consists of (a) & (d). However, option (d), comprehensive or discriminative listening, does not fit as it refers to listening in order to understand and remember the information. Option 4 is not correct either, because it argues that the more attentive we listen to the communicator, the better we understand the message that is being communicated.

Please refer to Steinberg (2007:78–79) for this answer.

QUESTION 8: Option 3 is correct.

Patricia is using conversational listening in this scenario because she is shown having a conversation with her husband later in the day; thus option 3 is the correct answer. Option 1 is incorrect, because reflective listening falls under efficient listening skills and is not a type of listening. Critical listening involves an individual listening to the communicator (source of information), but in the back of the mind there is suspicion of bias from the source of information; hence option 2 is incorrect. Listening for enjoyment (option 4) is incorrect, because it involves listening to information or an entertainment programme for relaxation.

Please refer to Steinberg (2007:78-79) for this answer.

QUESTION 9: Option 1 is correct.

In this scenario, Leshole's previous bad experience causes inaccurate listening because he is depicted as paying too much attention to what the agent was saying; thus option 1 is not the correct answer. An external barrier to listening entails distractions interfering with your listening in the environment (i.e. loud music playing next door), therefore option 2 is incorrect. Option 3 is also incorrect, because it refers to the tendency of people to read information or newspaper articles that they are likely to agree with in terms of their attitudes. An internal barrier to listening (option 4) is incorrect because it refers to noises that are caused by, for instance, stress.

Please refer to Steinberg (2007:78-79) for this answer.

QUESTION 10: Option 1 is correct.

According to Steinberg (2007:52–53), the communication model of Laswell was mainly concerned with content and meaning; thus option 1 is the correct answer. The other options were included as distractors because they do not apply to Laswell's model.

QUESTION 11: Option 1 is correct.

Option 1 is the correct answer, because women are mostly concerned with intimacy and growing their relationships (Steinberg 2007:127). Autonomy is one of the characteristics that describe men in this option, making it the most inclusive list. The other options are just distractors.

QUESTION 12: Option 2 is correct.

Trying to maintain contact with someone represents the phatic function of communication; thus (option 2) is the correct answer. The conative function of communication (option 1) is incorrect, because it aims at influencing the recipient with the particular message. Option 3 is incorrect, because referential function reveals concrete information and it aims to inform the audience about a certain issue (i.e. news reporting). Option 4 is also incorrect, because the expressive function refers to our ability to communicate emotions even through geographical boundaries.

Please refer to Steinberg (2007:118-121) for this answer.

QUESTION 13: Option 2 is correct.

The function of nonverbal communication that is fulfilled by waving of arms by the police officer is considered to be replacing, which makes option 2 correct. Option 1 is incorrect because reinforcing refers to adding physical action to the spoken words in order to make yourself heard by the recipient. Option 3 is also incorrect, because contradicting involves an individual saying something, but doing the opposite. Option 4 is incorrect, because complimenting means the individual is saying something that he or she really means (i.e. complimenting a friend on a new dress will be accompanied by a smile).

Please refer to Steinberg (2007:91) for this answer.

QUESTION 14: Option 4 is correct.

Option 4 is the correct answer, because haptics is the field of study that examines messages that are conveyed by our use of touch (Steinberg 2007:100). Chronemics is the field of study concerned with the use of time; thus option 1 is incorrect. Proxemics is also not the correct answer because it refers to the study of how people's perception of space communicates information; thus option 2 is incorrect. Personal appearance (option 3) is incorrect, because it entails the notion that physical appearances influence first impressions or how people perceive you as an individual.

QUESTION 15: Option 2 is correct.

Option 2 is the correct answer, because affect display refers to the facial expression that is caused by the headache and chronemics is concerned with the use of time and, in this case, the lecturer cannot wait to go home because even the noise outside is adding to the frustrations. Option 1 is incorrect because proxemics is a field of study that is concerned with perceptions of people about the space (or distance) between them and what message it conveys to that the person who is looking (i.e. in intimate relationships, people have direct contact). Option 3 is also incorrect, because illustrators refer to sketches that emphasise or reinforce words, and gestures are movements that emphasise the spoken words. Option 4 is also incorrect, because it consists of all the above choices that do not all apply to the situation in the scenario.

Please refer to Steinberg (2007:94–104) for this answer.

QUESTION 16: Option 2 is correct.

The use of language when the comment on an assignment is “excellent work here!” is evaluating; hence (option 2) is the correct answer. Metacommunication is not one of the uses of language, making (option 1) an incorrect answer. Entertaining means using language in the sense of telling jokes, watching movies or doing crossword puzzles; thus (option 3) is incorrect. Option 4 is also incorrect, because labelling refers to giving a name to a certain object or individual in order to identify it or the particular individual.

Please refer to Steinberg (2007:117–118) for this answer.

QUESTION 17: Option 4 is correct.

Your name is an example of language being used to label; therefore option 4 is the correct answer. Option 1 is incorrect because substitute is not a use of language. To evaluate refers to the act of assessing someone's (or student's) performance on a certain task; thus (Option 2) is incorrect. Option 3 is also incorrect, because people entertain to find amusement, which does not apply to the naming of an individual.

Please refer to Steinberg (2007:117–118) for this answer.

QUESTION 18: Option 4 is correct.

The most comprehensive option is that it is the content level of meaning; hence option 4 is the correct answer. Option 1 is incorrect, because it involves adding your own understanding to what is being conveyed by the communicator. Option 2 is also incorrect, because meaning is regarded as the product or result of communication. Thus, (option 3) is not the correct answer either, because the relational level of meaning refers to how participants understand their relationships (i.e. being able to discuss a personal problem with a friend, which reveals your feelings).

Please refer to Steinberg (2007:48) for this answer.

QUESTION 19: Option 3 is correct.

This function of language that is being depicted in the above scenario is known as referential; hence option 3 is the correct answer. Conative function (option 1) is incorrect, because it is especially concerned with influencing the attitude and views of the recipient (i.e. a politician campaigning to university students to get them to vote for his party in 2019). Option 2 is incorrect as well, because the phatic function is used either to make or maintain contact with another person (or others). The expressive function entails that an individual is able to use language to communicate their emotions, beliefs and emotions; thus option 4 is incorrect.

Please refer to Steinberg (2007:117–118) for this answer.

QUESTION 20: Option 4 is correct.

Option 4 is the correct answer, because Steinberg (2007:119–120) states that the expressive function of language occurs if the communication is oriented towards the communicator of the message, which is the case with Semenya's interview. Option 1 is incorrect, because the conative function concentrates on influencing the audience or the recipients of the message. However, phatic (option 2) is also incorrect, because it is mainly communication that is intended to make and sustain contact with others. Option 3 is also incorrect, because the referential function occurs in instances of news reporting or court cases during which concrete and objective information is revealed.

QUESTION 21: Option 3 is correct.

Leakage is when we unintentionally exhibit information about the self (Steinberg 2007:92); hence option 3 is the correct answer. Option 1 is incorrect, because attaching meaning to nonverbal signs does not refer to leakage but to stereotypes. Option 2 is also incorrect, because creating stereotypes in our minds does not apply to exhibiting information about the self. Option 4 is a distractor.

QUESTION 22: Option 3 is correct.

A hobby is something abstract, because you cannot touch it, unlike tears (option 4), for example. Tears, painting (option 2) and reading (option 1) are all concrete words.

Please refer to Steinberg (2007:125) for this answer.

QUESTION 23: Option 1 is correct.

Option 1 (reinforce) is correct, because the lecturer is actually emphasising that you should answer next by pointing in your direction. Option 2 is incorrect, because complementing occurs when the verbal message is accompanied by the same nonverbal message. Regulating is the use of nonverbal communication, like nodding, which indicates to the person talking (speaker/communicator) whether to stop talking or continue; hence (option 3) is incorrect. Option 4 is also incorrect, because replacing means that nonverbal messages can actually replace the verbal message, for instance waving instead of greeting out loud.

Please refer to Steinberg (2007:91) for this answer.

QUESTION 24: Option 2 is correct.

An interrupting response involves that the person you are speaking to does not allow you to finish, but just breaks into the conversation; thus (option 2) is correct. Option 1 is incorrect, because a tangential response involves talking about something and getting a completely different response from the other person in the conversation. Option 3 is also incorrect, because an impervious response is said to happen when someone fails to acknowledge your effort of communicating. Option 4 is also incorrect, because an irrelevant response occurs when the listener has not been paying attention to the conversation and then responds inappropriately.

Please refer to Steinberg (2007:84) for this answer.

QUESTION 25: Option 1 is correct.

Option 1 is correct, because the mass context of communication applies when politicians speak to members of the community. Public speaking involves an individual delivering an oral speech or lecture in a formal setting, such as a hall or auditorium; thus (option 2) is incorrect. Option 3 is also incorrect, because a small-group context entails communication between three to 12 people. Option 4 is also incorrect, because a personal context does not qualify in the sense of politicians speaking to people in the communities.

Please refer to Steinberg (2007:63) for this answer.

4 EXAMINATION AND RELATED MATTERS

Demarcation of work for the examination

As stated in Tutorial Letter 101, the first six chapters of the prescribed book, the entire study guide and all the tutorial letters are applicable to the examination. You need to revise the exercises in the study guide as well as the assignments. Remember that the purpose of studying is to cover the whole syllabus in the time allocated to studying the module.

Please pay particular attention to the following:

- You can expect at least seven MCQs (multiple-choice questions) on **each** chapter of the prescribed book and study guide.
- NOTHING will be written in any examination script.

Please do NOT try to “spot” any questions. The purpose of the examination is NOT to catch you out or to serve as a quiz. The purpose is to test your knowledge and the application of what you have learnt in COM1501. All we ask is that you are well prepared for the examination.

Do not wait until a week before the examination date before you start studying. You are entering the crunch zone now and you need to bite the bullet. Please help us to maintain a pass rate of 70% in this module.

Final examination date and related information

You should receive a letter of notification of the final examination date (also check on myUnisa) as well as your examination venue. If you do not receive this letter by the end of April 2018, please contact the Examination Section and obtain such detail in writing. Lecturers do not have access to this kind of information, nor can we indicate where your examination centre is.

PLEASE ENSURE THAT YOU ARRIVE AT THE EXAMINATION VENUE WELL BEFORE THE EXAMINATION SESSION COMMENCES. No late arrivals are accommodated, irrespective of the reasons.

Also note that you may NOT take any study material or notes (recorded on paper, any body parts, or your cellphone) into the examination venue with you.

Examination paper

As stated in Tutorial Letter 101, the examination paper consists of 50 multiple-choice questions ONLY. Please see the different types of MCQs that may be asked, as explained in Tutorial Letter CMNALLE/301, and make sure that you know how to complete the mark-reading sheet (in pencil ONLY). READ each question carefully and in full before marking an answer. Make sure that the stem (question) and possible answer that you have selected for each question make sense and relate to one another BEFORE you mark the applicable option on the mark-reading sheet. Only ONE option per question should be marked on the mark-reading sheet.

ENSURE THAT YOU WRITE YOUR NAME AND STUDENT NUMBER, AND THE UNIQUE CODE FOR THE PAPER, ON THE MARK-READING SHEET AND THAT YOU USE A PENCIL TO COMPLETE THE MARK-READING SHEET.

Subminimum in the examination

Please make sure that you UNDERSTAND the subminimum requirements related to the examination. If you do NOT score at least 40% in the examination paper, your semester mark will NOT be added to the mark you obtained in the examination and you will NOT

qualify for a supplementary examination. This means that you will FAIL the module. Furthermore, if you need only COM1501 to graduate and you do NOT score at least 40% in the examination, you will NOT qualify for a supplementary examination. You also need to remember that only 80% of the mark that you obtain in the examination will count towards your final mark for the module, since your semester mark (totalling 20%) is added if you meet the subminimum requirement.

If you are unable to write the examination

ONLY VALID REASONS THAT ARE ACCOMPANIED BY PROOF will enable you to apply for another exam sitting (aegrotat).

(See contact details in *Study @ Unisa*).

ACADEMICS CAN UNFORTUNATELY NOT ASSIST WITH ANYTHING RELATED TO THE EXAMINATION OR FURTHER EXAMINATION OPPORTUNITIES, SINCE WE DO NOT HAVE ACCESS TO THAT SYSTEM.

Enquiries about examination marks

No examination results are made available if you owe Unisa any outstanding study fees or if you have library material that is outstanding. All enquiries relating to your examination marks should be directed to the **Examination Section**. Once the examination results are available, you will be able to view them on myUnisa. Alternatively, you may phone the MTN line for your examination results. You will also receive an official letter from Unisa with your results.

No re-marking of examinations consisting of MCQs is permitted.

If you fail the examination

Some students phone us after receiving their examination results and ask us why they have failed. It is impossible for us to tell you why you have failed because there could be a number of reasons (many unknown to us). Please remember that a computer automatically marks the mark-reading sheets. No humans are involved in this exercise. It is therefore imperative that you fill out the mark-reading sheet correctly.

If you have failed the examination, please see the reverse side of your letter of results. If you did not obtain the subminimum, you will have to re-register for the module for the next semester. If you qualify for a supplementary examination, you have to pay the applicable fee; the same study material is to be used; there will be no further correspondence from the University in this regard; and you will rewrite the examination in the next semester.

Final-year students who have failed the module (those who only need COM1501 in order to graduate) must please contact the module coordinator IMMEDIATELY after the examination results have been released.

If you pass the examination

If you pass COM1501, please remember that you should then register for another module needed in order to complete your degree. Once you have done both COM1501 and COM1502, you select second-year modules or (other required) first-year modules to register for in the next semester in order to continue and complete your degree.

Bear in mind your circumstances, time and funds available, as well as responsibilities and roles you must fulfil in your personal life, when deciding on the number of modules to register for in semester 2. It is not worth it to register and pay for five modules per semester if you do not have enough time to devote to your studies. That is a waste of time, energy and money and is also demoralising. Also remember that, on second-year level, the content of modules become more difficult and require more input and time from students.

5 GENERAL MATTERS

An outline of second-year modules in Communication Science

There are four second-year modules in Communication Science. Further detail is available on the calendar which can be accessed online.

COM2601 Organisational communication

Purpose:

To enable students to acquire knowledge of theory and research relating to organisational communication, and also to apply these theories and research for the effective use, assessment and planning of communication in and between organisations.

COM2602 Integrated organisational communication

Purpose:

To equip students with theoretical knowledge of integrated organisational communication and practical skills to promote the use of an integrated approach to organisational communication.

COM2603 Intercultural, developmental and health communication

Purpose:

To enable students to acquire knowledge of the theories and research in the field of intercultural, developmental and health communication, and to enable students to apply this knowledge in the development of a multicultural society.

COM2604 Media studies: mass communication and media theory

Purpose:

To educate students in the critical analysis of the relationship between the media and democracy; the functions, effects and power of the media in society; the media as public sphere and media culture.

6 CONCLUSION

Everyone wants to complete their qualification as soon as possible. It is, however, imperative that you consider your position in terms of finances, responsibilities and time available for studies when determining how many modules to register for in the next semester. You also need to bear in mind that studies become more complex as you progress in your academic career.

Thank you to those students who worked diligently. Reward is just around the corner because you will do well in the examination. We trust you enjoyed working with us and that the subject content will enrich your lives.

Enthusiasm is the propelling force necessary for climbing the ladder of success.

Good luck and best wishes.



Ms Mercy Bvuma
Module coordinator: COM1501
Tel: 012 429 3508
E-mail: bvumamp@unisa.ac.za

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EXAMINATION TIPS

Avoid freezing up in the examination:

Do you have sleepless nights before the examination or do you sometimes doubt your mastery of the course material? If so, you may be experiencing examination or test anxiety.

Here are a few tips to help you to make your experience of writing examinations more comfortable.

Test or examination anxiety manifests itself in many forms: sweating, butterflies in the stomach, confusion, mental blocks or panic attacks. People experience test or examination anxiety because of poor study skills, prior negative experiences or fear of the unknown.

With a little help, you can control test or examination anxiety. People feel anxious when they are not well prepared. Therefore, develop and cultivate **good study habits**. Set up specific times to study for the examination; plan to cover a specific amount of work during each scheduled session; schedule the time when you are able to concentrate best — when you are free from distractors and fatigue. Acknowledge it if you have procrastinating habits and make the decision to change them immediately. If you need help to develop good study skills, contact the Bureau for Student Counselling.

Take care of your body as well. Ensure that you get enough sleep and good nutrition in the weeks before the examination. Healthy food is brain food. Stay away from foods containing

sugar and a high fat content. These make one sluggish. Do some exercise every now and again to keep the brain and body sharp.

Be prepared and **know what to expect** in the examination. Make sure you know what the paper will consist of, and what types of question you can expect. How much time will you have to allow for each question? Bear in mind that some MCQs have scenarios, while others do not.

Give yourself a **pep talk** and **stop harbouring negative thoughts**. Be positive about your preparation and abilities. If you have worked hard, you deserve to pass. Even if you do not believe in yourself at first, encourage yourself repeatedly; put up positive notes against your wall to help you gain confidence.

Try and turn the bad experience into something positive and see how it can change your life for the better. Simply try again with a resolution to make things turn out better.

Visualise your success. Imagine you see the examination paper and you recognise all the questions and know what the answers should be. Work through the questions with confidence and answer each question. Be specific in imagining that you will attain success.

Fears are usually much more disturbing than reality. What is the worst thing that can happen to you? You may fail the examination, but if you try hard enough, you may just make 40% and qualify for a supplementary examination (a second chance). Turn that thought into something positive. You may not have devoted enough time to this module due to other commitments. If you score at least 40% in the examination, you will have to make sure that you use the time available to prepare for the second opportunity, a supplementary examination.

Do not study during the last minutes before the examination. Nothing new can be learnt then and you will mix up what has already been learnt. Relax. You have studied as much as you can. Get yourself calm and positive before entering the examination venue. Do not linger in company where others are stressing and anxious because they did not prepare well or because they did not adhere to any of these suggestions. Trust yourself; stay focused and positive.

When the anxiety really gets to you in the examination, shift the focus for a while. Listen to the humming of a fan or check how your watch ticks; focus on something else. Look away from the examination paper, and take a deep breath. Then get back to focusing on your mantra, namely “I am going to make it”, and turn the page of the examination paper to start answering the questions.

If your heart starts racing, slow down by taking deep breaths — that calms one down. Concentrate on the air flowing in and out of your lungs. Do this for a few seconds until you feel your heart beating normally again. Then focus on the examination paper and tell yourself “I can do this!”

Good luck!! Give it your best shot, and may this be the stepping stone to a wonderful academic experience in completing your qualification.