

**UNIVERSITY OF FORT HARE
EAST LONDON CAMPUS**

ECP 122E

**SECOND SEMESTER EXAMINATION
NOVEMBER 2019**

Time: 3 HOURS

Marks: 100

There are TWO pages including the cover page.

ECP 122E

INTERNAL EXAMINERS:

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Instructions

Answer all questions in the answer booklet provided.

Question One: Oral Communication

- 1.1 Discuss the cultural considerations of your audience that you should keep in mind when creating a speech. (8)
- 1.2 Discuss the steps involved in speech preparation (14)
- 1.3 Discuss FIVE tips for creating good public speaking notes. (5)
- 1.4 Explain style and tone. (4)

Question Two: Visual Aids, Design & Persuasive Communication

- 2.1 When creating a visual aid, one needs to keep in mind font, animation and colour. Discuss these three visual techniques. (9)
- 2.2 Discuss ONE advantage and ONE disadvantage for the following visual aids: (6)
- 2.1.1 Handouts
- 2.1.2 Posters
- 2.1.3 Powerpoint Slides
- 2.3 This semester we discussed a number of elements of visual literacy. Select THREE of these elements and discuss how they would impact an advertisement. (10)
- 2.4 Explain the AIDA principle. (12)

Question Three: Gender & Culture in the Workplace

- 3.1 It is important to keep sexual discrimination out of the workplace, and one way this can be done is through sensitising our language. Explain how one can sensitise one's language according to: (8)
- 3.1.1 Avoiding generics
- 3.1.2 Representing women individually
- 3.1.3 Limiting women to their physical attributes
- 3.1.4 Describing objects as female
- 3.2 Men and women use different communication skills. Explain how each gender's communications can benefit the workplace. (4)
- 3.3 Each culture has a unique way of behaving and responding to situations. Discuss the SIX differences in behaviours across cultures discussed this semester. In your answer, define ethnocentrism and explain why it should be avoided. (20)

****End of Exam****
Good Luck