

UNIVERSITY OF FORT HARE
CMS 110: INTRODUCTION TO HUMAN COMMUNICATION
DEGREE EXAMINATION
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Time: 3 Hours
Subject: Communication
Paper: Introduction to human Communication
Marks: 100

This paper consists of 3 pages including the cover page

Internal Examiners

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Instructions

Answer ALL Questions

SECTION A

Question 1

The stages of the listening process follow one another whether you listen actively or passively. "Your degree of involvement in a given interaction and the amount of energy you expend in listening distinguishes active from passive listening," (Steinberg & Angelopulo 2015:78).

Discuss the four types of listening and indicate through providing relevant examples how you engage in each type on a daily basis. [20]

Question 2

One of the best known examples of structuralism is Maslow's hierarchy of needs. Describe the needs with the aid of a diagram, and then indicate how each need motivate you to communicate with others. [20]

Question 3

A structuralist approach to communication assumes that the whole process of communication can be described almost from a 'bird's-eye view'. At its core, 'structure' is identified and revealed, allowing us to identify the components that make it up. These structural elements or components work together to become known as a 'process-based' explanation of communication and models are often developed to illustrate process-based communication.

Write an essay explaining the process of communication. Your essay must include all the components of the process. [20]

Question 4

The evolution of mankind is similar to the evolution of communication. With the aid of examples, describe chronologically the stages involved in the development of communication [20]

SECTION B

Question 5

5.1 Explain what is meant by the 'structuralist process based approach to communication'.

[3]

5.2 Explain the function performed by the five components found in a basic model of communication.

[5]

5.3 With regard to the Structuralism's Transactional Model of Communication, explain why this model is described as "transactional".

[2]

Question 6

Communication contexts are different types of communication situations classified according to the number of people in the interaction.

Identify and explain the 5 different communication contexts

[10]

TOTAL 100

GOOD LUCK