



higher education
& training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA



Tshwane South
TVET College

"achieve the future"

MARKING GUIDELINE

GENERAL STUDIES COMMUNICATION

N4

TASK 1 (Assignment)

Date

13 – 17 February 2017

Duration

1 week

Total marks

100

QUESTION 1: Basic communication principles

1.1. There are many advantages of good, clear and properly understood communication IN THE WORKPLACE. List 5 such advantages. (5x2)
(10)

- Everyone will know what the company or organisation considers most important, such as its vision, mission statement and values. They can all work towards achieving these goals.
- Employees will know what to do, how to do it, and by when.
- It will be easier to evaluate the company's products, services and performance.
- People will understand better what they did right and what they did wrong.
- There won't be different sets of "facts" about work-related matters.
- There will be fewer rumours that are based on misunderstanding.
- Staff morale and satisfaction can be kept high.
- Time will not be wasted on trying to explain things over and over.
- Resources, such as money and supplies, will not be wasted on redoing tasks that have been carried out poorly.
- Money won't be wasted on unnecessary purchases or ineffective advertising.
- Meetings will have greater meaning and value.
- Decisions will be made on the basis of good information.
- Employees will understand the reasons for a decision.
- Discussions will be more meaningful, as everyone will be able to express precisely what they think, feel, want to know etc.
- Different opinions or disagreements can be handled in a mature manner, and so help to prevent conflict.
- Negotiations will be easier, because both parties will be able to express their needs better.
- The staff will have a more professional approach to their work.
- The dealings of the business or company will be more professional, which will create a good impression among its business partners, clients and the public.

(ANY 5)

1.2.

- | | | |
|-------|---|-----|
| 1.2.1 | D | (1) |
| 1.2.2 | F | (1) |
| 1.2.3 | A | (1) |
| 1.2.4 | E | (1) |
| 1.2.5 | H | (1) |
| 1.2.6 | B | (1) |

- 1.2.7 I (1)
- 1.2.8 G (1)
- 1.2.9 C (1)
- 1.2.10 K (1)

1.3. Think of the different CATEGORIES of communication. Now identify which category of communication is involved in each of the following examples:

- 1.3.1 Interpersonal communication (1)
- 1.3.2 Mass communication (1)
- 1.3.3 Mass communication (1)
- 1.3.4 Intrapersonal communication (1)
- 1.3.5 Intrapersonal leading to Interpersonal communication (1)

1.4. Proxemics is the study of how space and distance between people influences the communication between them. Hall has noted four territorial zones (distances) people use to control their relations with others. Now read through the following list of situations and decide which space zone people would use in each (ALSO indicate the distance in meters applicable to the specific zone).

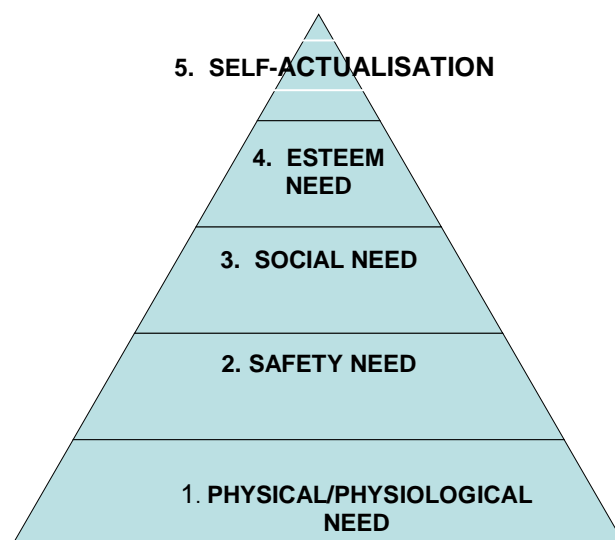
- 1.4.1 Personal zone (0.5m-1m) (1)
- 1.4.2 Intimate zone (0-0.5m) (1)
- 1.4.3 Public zone (3m -) (1)
- 1.4.4 Intimate zone (0-0.5m) (1)
- 1.4.5 Social zone (1-2m) (1)

[30]

QUESTION 2: Interpersonal Relationships and Social Interaction

2.1.

2.1.1



(5x2)
(10)

- 2.1.2
- | | | |
|-----|-----------------------|-----|
| (a) | 5. Self-actualisation | (1) |
| (b) | 1. Physical need | (1) |
| (c) | 3. Social need | (1) |
| (d) | 2. Safety need | (1) |
| (e) | 4. Esteem need | (1) |
- 2.2 All the elements of your self-image relate to the various dimensions that make up your whole being. LIST 5 of these dimensions of self-image, and briefly explain each.
- Physical: looks, appearance, body, build, voice, etc.
 - Intellectual: understanding, insight, reasoning, thinking, intelligence, logic
 - Psychological: character, attitude, personality, mindset, emotions (feelings)
 - Spiritual: beliefs, values, moral convictions, trust, hope, faith
 - Sexual (gender): male or female, e.g. "I am a good father and loving husband"
 - Skill or dexterity: talents, skills, abilities, handiness, expertise, know-how
- (ANY 5x2) (10)
- 2.3 A barrier to good interpersonal communication or social interaction seldom operates on its own. Identify the main barriers in the following scenarios:
- | | | |
|-------|-----------------------|-----|
| 2.3.1 | Physical barrier | (1) |
| 2.3.2 | Physiological barrier | (1) |
| 2.3.3 | Psychological barrier | (1) |
| 2.3.4 | Semantic barrier | (1) |
| 2.3.5 | Perceptual barrier | (1) |

[30]

QUESTION 3: Organisational communication skills

- 3.1.
- | | | |
|-------|---|-----|
| 3.1.1 | E | (1) |
| 3.1.2 | A | (1) |
| 3.1.3 | C | (1) |
| 3.1.4 | B | (1) |
| 3.1.5 | F | (1) |
- 3.2.
- | | | |
|-------|-----------------------------------|-----|
| 3.2.1 | Verbal communication | (1) |
| 3.2.2 | Visual non-verbal communication | (1) |
| 3.2.3 | Written communication | (1) |
| 3.2.4 | Visual non-verbal communication | (1) |
| 3.2.5 | Acoustic non-verbal communication | (1) |
| | | (5) |

[10]

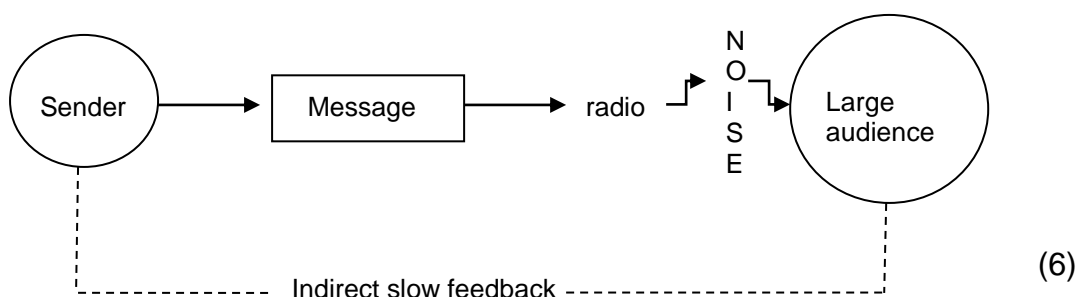
QUESTION 4: Interviewing

- 4.1 • She is five minutes early for the interview OR
 • She is friendly/polite (1)
- 4.2 • She is wearing tight pants/jeans
 • Her hair is not net (3)
 • Her blouse is stained
 • She is wearing too much make-up
 (ANY 3)
- 4.3 4.3.1 Open question (1)
 4.3.2 Leading question (1)
 4.3.3 Closed question (1)
- 4.4 • No eye-contact was made OR
 • She was looking down at her shoes (1)
- 4.5 She is actually shy/nervous
 (Anything else suitable) (1)

[10]

QUESTION 5: Mass media and advertising

- 5.1 Illustrate the mass communication process using the Model of Mass Communication for the following scenario, and make sure that you use all the necessary keywords for this:
 “A religious service on the radio”



- 5.2 Briefly discuss FOUR functions of the mass media. (4)
- To INFORM: news function, informs the target audience of newsworthy events, explaining what is happening
 - To INTERPRET: editorial function, interprets events and promotes a certain point of view among different options
 - To EDUCATE: education function, assists with human development
 - To ENTERTAIN: offers entertainment in the form of movies, books, music, etc.

- To ADVERTISE: informs customers of good buys and creates goodwill for the organisation, also funds the mass media to a large extent
- To OFFER SERVICE: offers a service to the target audience, like a newspaper publishing the radio and television programmes
- To BE A CARRIER OF CULTURE: enables values and customs unique to a specific community to be shared and enhanced
- To BE A MORAL WATCHDOG: to inform the public and lobby support for moral issues that concern the public, for example discrimination, pornography and crime (ANY 4)

[10]

QUESTION 6: Meeting theory

6.1

- | | | |
|-------|---|-----|
| 6.1.1 | D | (1) |
| 6.1.2 | B | (1) |
| 6.1.3 | A | (1) |
| 6.1.4 | E | (1) |
| 6.1.5 | C | (1) |

6.2 Identify the type of meeting which is described below:

- | | | |
|-------|---------------------------------|-----|
| 6.1.1 | AGM / Annual General Meeting | (1) |
| 6.1.2 | Special / Extraordinary Meeting | (1) |

6.3

- | | | |
|-------|-------|-----|
| 6.1.1 | True | (1) |
| 6.1.2 | False | (1) |
| 6.1.3 | False | (1) |

[10]

[100]