

NATIONAL UNIVERSITY OF LESOTHO
INSTITUTE OF EXTRA MURAL STUDIES
DIPLOMA IN ADULT EDUCATION PROGRAMME
MAIN EXAMINATION 2022/2023

AED0301: COMMUNICATION MEDIA IN ADULT EDUCATION

JANUARY 2023

MARKS: 60

3 HOURS

INSTRUCTIONS:

1. Answer any FOUR (4) questions of your choice
 2. Each question carries 15 marks
 3. Proof read your work before you submit
 4. Begin each question on a fresh page
 5. Label your answers correctly
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QUESTION ONE

“Communication is the lifeblood of every organisation”. In your organisation of interest, describe three (3) types of communication that can be used. **[15 Marks]**

QUESTION TWO

Discuss any three (3) merits and three (3) demerits of the following types of communication:

- (a) Verbal communication
- (b) Written communication.

[15 Marks]

QUESTION THREE

Write short explanatory notes with relevant examples on the following concepts:

- (i) Interpersonal communication
- (ii) Intrapersonal communication
- (iii) Extra-personal communication
- (iv) Mass communication
- (v) Non-verbal communication

[15 Marks]

QUESTION FOUR

Discuss any five (5) characteristics of mass communication. Support your discussions with relevant example for each characteristic.

[15 Marks]

QUESTION FIVE

- a) Discuss with practical examples, any three (3) possible barriers to effective communication that can disrupt progress in adult education programs at IEMS. (9)
- b) Suggest the measures that an adult educator should take to minimize the effects of each barrier discussed in (a) above. (6)

[15 Marks]

QUESTION SIX

According to forensic psychologists people do not distort messages wilfully, but because of exogenous and endogenous factors which often regulate the behaviour of an individual at a particular point in time. With relevant examples, discuss any five (5) factors propounded by Simpson (1976) that distort messages.

[15 marks]

