

<u>PROGRAMME</u>	: NATIONAL DIPLOMA
	: <i>ANALYTICAL CHEMISTRY</i>
<u>SUBJECT</u>	: COMMUNICATION SKILLS MODULE A
<u>CODE</u>	: CSA1AA1
<u>DATE:</u>	: <u>SUPPLEMENTARY</u> - SUMMATIVE ASSESSMENT OPPORTUNITY JUNE 2019
<u>DURATION</u>	: 3 HOURS
<u>WEIGHT</u>	: 50: 50
<u>TOTAL MARKS</u>	: 100
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<u>EXAMINERS</u>	: MR MT. MABUNDA
<u>MODERATOR</u>	: MR R. SIBANDA
<u>NUMBER OF PAGES</u>	: 6 PAGES
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INSTRUCTIONS TO CANDIDATES:

1. Please indicate your course programme and your lecturer's name
 2. Do not leave the venue without completing the register
 3. Marks will be subtracted for poorly presented work.
 4. Write in full grammatical sentences, *remember* spelling and grammar count!
 5. Dictionaries are allowed.
 6. Rule off after each question.
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Adapted from Corner Rissik and Plein goes Skyward by *Andy Stead*- Sowetan, 23 March, 2010

1. *Corner Rissik and Plein* is, as the name suggests, being filmed on location in the bustling Johannesburg city centre, on and around Rissik and Plein Streets. Telling a story of modern urban survival and its tension with trust and common humanity, it is being made by Reneilwe Sema and Mpho Lengane and their team from Skyward Productions.

2. Based in Diepkloof, Soweto, Skyward was formed in 2006 after Sema and Lengane graduate from Wits University. They made the film to help keep afloat their fledgling production company. The two describe their venture as “a funky and vibrant media company that was formed with the desire to energise and transform the South African media industry with youthful verve and massive amounts of creativity”. Over the past five years they’ve built up experience in media, particularly TV, but also content creation and management, graphics, creative writing, branded content and advertising production with a kasi flavour.

3. *Corner of Rissik and Plein* is a tale about Mothusi Magano, a hard-headed dropout and homeless street hustler in his early twenties surviving the harsh city streets of Johannesburg using his trolley, fists and wits. Mothusi is hired by Grace Mshangazinke, an unemployed Zimbabwean graduate, to carry her luggage to her husband’s flat. He reluctantly agrees to carry her bags but silently swears, as he believes that foreigners are stealing jobs of South Africans.

4. Mothusi detests foreigners, and detests young black professionals even more, particularly foreign professionals. But he needs the money. Grace, on the other hand, cannot stand South Africa and its violence-prone people, but she needs to find her husband, who has not sent any money home for the past three months. She thinks Mothusi is a ruffian. Although afraid, she isn’t timid. At the back of her mind is a text message that she got from her husband, which read, “luv u mi wyf coz u |:) @ mi. tekker c u 2moro”

5. So tension builds as viewers wonder how long Grace can use Mothusi to find her husband before he realises what’s going on. They wonder if Grace will end up on the streets like the many who came to Johannesburg only to have their dreams shattered. Will Mothusi’s street-smart knowledge get the better of Mothusi’s humanity?

6. “Jesus Christ, shooting in Johannesburg was great,” says Thabang Phetla, the director, writer and editor of the feature. “Our people tend to love the camera and one of our memorable shoots was in Bree Street where you’d have people gather and watch the actors perform and they would then respond by loudly applauding the performers at the end of each scene”.

7. “Aside from the freaky rainy weather, which became a bit of a headache considering 80% of our story is mainly exteriors, it was great to shoot in Johannesburg, especially in downtown Jozi. Our crew and cast was a combination of graduates and students from AFDA, Wits University and Nemisa, and we were able to pull them in from the different strengths of these institutions, whether it be shooting, performance, art direction, or editing”.

8. Phetla is enthusiastic about filming in Johannesburg, among Johannesburgers. “There is so much texture there that we don’t see enough of on our own local screens,” he says. “The best part about shooting in Jozi is that we shot without any security and no-one hustled us. I think that shows quite clearly that Jozi isn’t as bad as a lot of people would like to believe.”

SECTION A

QUESTION ONE-THE COMMUNICATION PROCESS

- 1.1 Do you think the information given in paragraph 2 is from credible sources? Justify your answer. (2)
- 1.2 Identify the sender and receiver of the message in paragraph 6 (2)
- 1.3 Identify 1 example of print and 1 example of electronic media apparent in the article (2)
- 1.4 Identify the historical and physical contexts upon which this article is based. (2)
- 1.5 An ordinary person in the street could have difficulty understanding the article you have read. Identify the term used in communication to explain the cause of the misunderstanding and justify your answer. (2)

[10]

QUESTION TWO- DICTIONARY WORK

Explain the meaning of the following words as they are used in the context of the article (do not just give synonyms):

- 2.1 Funky (paragraph 2) (1)
- 2.2 Violence-prone (paragraph 4) (1)
- 2.3 Cast (paragraph 7) (1)

[3]

QUESTION THREE- PERCEPTION

- 3.1 Find an example of xenophobia (hatred of foreigners) in the article and explain it. (1)
- 3.2 Some perceptions may be informed by one's experiences. What could possibly have influenced Mothusi's perception of foreigners? (2)
- 3.3 Frame of reference is an important consideration in understanding why some people use stereotypes. Suggest two elements that could have influenced Grace's frame of reference. (2)
- 3.4 Discuss how Johannesburg is stereotyped in the article. (2)
- 3.5 What do paragraphs 3 and 4 tell us about Grace's self-esteem? Explain clearly. (3)

[10]

QUESTION FOUR- VERBAL COMMUNICATION

- 4.1 Give the connotative meaning of each of the following words:
- a. “keep afloat” in paragraph 2 (1)
 - b. “street smart” in paragraph 7 (1)
- 4.2 Find an example of emotive language used in paragraph 5 and explain why it is effective in conveying the intended message? (2)
- 4.3 Taboo language is unacceptable in certain societies. Identify and explain one example of taboo language in the article. (2)
- 4.4 Find an example of racist language in the text and explain its meaning. (2)
- 4.5 Quote an example of sexist language in the article and explain your choice clearly. (2)

[10]**QUESTION FIVE- NON-VERBAL COMMUNICATION**

- 5.1 Explain the term ‘paralanguage’. (1)
- 5.2 Find one example from the article which refers to volume and tone. (2)
- 5.3 In the context of the article, explain how kinesics can convey a positive impression of a person. (2)
- 5.4 List 2 functions of non-verbal communication (2)

[7]**QUESTION SIX- EFFECTIVE WRITING SKILLS**

Read the following paragraph and answer the questions that follow.

Based in Diepkloof, Soweto, Skyward was formed in 2006 after Sema and Lengane graduate from Wits University. They made the film to help keep afloat their fledgling production company. The two describe their venture as “a funky and vibrant media company that was formed with the desire to energise and transform the South African media industry with youthful verve and massive amounts of creativity”. Over the past five years they’ve built up experience in media, particularly TV, but also content creation and management, graphics, creative writing, branded content and advertising production with a kasi flavour.

6. Refer to the above paragraph and identify the following errors and justify your answer.
- 6.1 wrong tense used (1)
 - 6.2 spelling mistake (1)
 - 6.3 colloquialism (1)
 - 6.4 contraction (1)
 - 6.5 slang (1)

[5]**SUB-TOTAL SECTION A = 45**

SECTION B - ELECTRONIC MEDIA**REWRITE THE FOLLOWING IN FORMAL ENGLISH.**

luv u mi wyf coz u |:) @ mi. tekker c u 2moro

10 x ½ = [5]

SUB-TOTAL SECTION B = 5**SECTION C - PARAGRAPH WRITING****Write TWO paragraphs of 12-15 lines on any 2 of the 5 topics below.**

7 marks will be allocated for style – this includes a topic sentence, supporting sentences, concluding sentence, vocabulary, spelling, linking words and the correct format for paragraphs.
8 marks will be allocated for content.

1. “Our self-fulfilling prophecy is an example of internal noise”. Discuss this statement and give reasons why you agree or disagree with it. (15)

OR

2. Discuss how haptics is influenced by our cultures. Use an example to illustrate your point. (15)

OR

3. “All societies have language taboos built into their social structure.” Discuss language taboos found in your culture and explain why you agree or not agree with them. (15)

OR

4. Discuss how constructive conflict management may be achieved by opposing a person’s ideas instead of opposing the person.

OR

5. “Becoming aware of achieving a better understanding of the components of the communication process is the first step in developing your interpersonal communication skills” (du Plooy-Cilliers,2012:14). Write a paragraph either agreeing or disagreeing with this statement. (15)

PLEASE TURN OVER**[SUB-TOTAL SECTION C: 15 x 2 = 30]**

SECTION D - LETTER WRITING

As a first year student, you have experienced or witnessed xenophobia or a racist incident on campus. Write a letter of complaint to Ms Tladi Smith, the Chairperson of the S.R.C, in which you outline your complaint and make known what you have done this far to remedy it. Provide realistic solutions to your complaint.

Mark Allocation

10- Format of letter, salutation, subject line and register of letter.

10- Knowledge of complaint genre and content of letter.

Instructions

1. You have to create a format.
2. You must begin your letter with a suitable salutation and subject line

(20)

[SUB-TOTAL SECTION E= 20]

[GRAND TOTAL 100 MARKS]
