



KENYATTA UNIVERSITY
UNIVERSITY EXAMINATIONS 2011/2012

SECOND SEMESTER EXAMINATION FOR THE DEGREE OF MASTER OF EDUCATION

ECT 562: HUMAN COMMUNICATION

DATE: Monday 2nd April, 2012

TIME: 9.00 a.m. – 12.00 p.m.

INSTRUCTIONS:

Answer question **ONE** plus any other **TWO**.

1. a) The direction human communication takes between two people engaged in an argument depends upon the punctuation sequences. Explain.
(4 marks)
 - b) In the transactional communication model, a person is neither a source nor a receiver but an active participant. Explain.
(5 marks)
 - c) Explain your understanding of the Statement; 'a speaker does not communicate meaning because 'meanings' are in us all'.
(5 marks)
 - d) Explain with examples what communication contexts are and how they create moods of their own.
(5 marks)
 - e) From our handout on basic communication skills, differentiate between behavior description and description of feelings.
(5 marks)
 - f) The ethical codes available to any individual speaker can be classified into three options. Name these options giving examples of each.
(6 marks)
2. In our daily human interactions, we communicate at different levels depending on the situation and the other interactant.
- a) Describe the nature of communication at each level starting with the weakest level.

(10 marks)

- b) Using relevant examples, demonstrate how every communication interaction has a content and a relationship aspect such that the latter classifies the former.

(10 marks)

3. All communication interchanges are either symmetrical or complementary depending on whether they are based on equality or differences.

- a) Differentiate between the two terms.

(6 marks)

- b) Show how these two terms can influence the relationship between two people or between a school head and his/her subordinate staff.

(12 marks)

4. In public speaking, a speaker is often faced with decisions that have ethical overtones because of the nonuniversal acceptance of ethical codes.

- a) Discuss the various admonitions (DON'TS) that a speaker should as a rule heed.

(12 marks)

- b) List and describe some qualities of the various types of public speaking.

(8 marks)

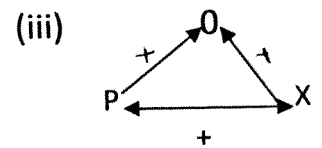
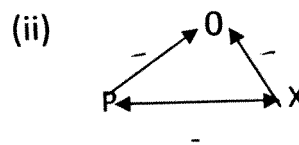
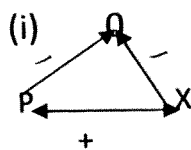
5. Mary has a dog called Simba which she loves like a child. Mary also has a good friend June. One day June tells Mary that she cannot stand Simba. When Mary hears this, she is very happy.

- a) Using Newcomb's strain towards symmetry A- B – X model, show how balance between Mary and June regarding Simba is achieved.

(10 marks)

- b) A situation in human communication is balanced when the sum of the unit and affect relationship are positive.

Using the illustration below of Heider's $P-O-X$ perceptual balance model, explain which of the three relationships are balanced and unbalanced and why.



(10 marks)