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SCHOOL OF EDUCATION HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF LANGUAGES LITERARY AND COMMUNICATION STUDIES
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF EDUCATION ARTS
1ST YEAR, 1ST SEMESTER 2019/2020 ACADEMIC YEAR
RESIT**

ZEL 3115: Communication Skills

EXAM VENUE:

STREAM:

DATE:

EXAM SESSION: NOVEMBER 2020

TIME: 2 HOURS

Instructions:

- 1. Answer question ONE (COMPULSORY) and ANY other TWO questions.**
 - 2. Candidates must hand in their answer booklets to the invigilator while in the examination room.**
 - 3. Ensure you sign the examination attendance register before leaving the examination room.**
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QUESTION ONE (30 MARKS)

- (a) Communication is viewed as a process with several interacting components. Explain this view using any **four** components. **(8 marks)**
- (b) Write a paragraph on the topic “challenges faced by college students” with the following features.
- A topic sentence **(1 mark)**
 - 5 support sentences **(5 marks)**
 - A clincher sentence **(1 mark)**
 - Appropriate connectors **(1 mark)**

(c) Read the passage below and answer that follow

YOU ARE AN ARTIST OF COMMUNICATION

Whether or not you realize it, you are an artist, and your life is the canvas on which you will create your greatest work. Your most important creation will not be a painting, a sculpture, or a book. Rather, it will be the person you become during this lifetime.

Your greatest work will ultimately find its form and structure in the blending of the broad-brush strokes of your family, relationships, career, and education. More important, it will be textured and imbued with the thousands upon thousands of finer, more delicate brush strokes of every word and action you paint each day on the canvas of your life.

It will be these smaller brush strokes during your everyday life—the way you treat your loved ones, the manner in which you interact with people at school, work, and in your neighbourhood, and even the way you greet strangers—that will most significantly determine the kind of person you become.

As an artist of communication, you help to create the atmosphere within which your interactions with others occur. Whether it's a quick smile to a stranger, a heartfelt speech at a wedding reception, or a minute of attentive silence when a loved one is speaking, you are creating the masterpiece of your life moment by moment.

Now, you may be saying to yourself that “I’m no artist” or “Art is for those who are trained or gifted.” But that’s not true. We are all creative, often consciously selecting the words, behaviours, circumstances, responses, and attitudes we bring to our communication interactions with the people in our lives. Artist Edgar Whitney proclaims that “Every human being has creative powers. You were born to create. Unleash your creative energy and let it flow.” Accept this gentle challenge to create more effective communication in your life and let your creative powers flow.

Every day you talk, listen, and interact with others. Most of the time, you speak and listen more out of habit than anything else, not even vaguely aware of your role in the communication process. But I’m inviting you not only to become more aware and skilled in those fundamental communication skills, but also to become more creative in the ways in which you think, speak, listen, and interact with others. If you don’t, you may be limiting your opportunities to effectively connect with people. You may even be limiting your opportunities to develop as a person.

Author Thomas Moore warns against our reluctance and maybe even our fears of becoming artists in our everyday lives: “When we leave art only to the accomplished painter and the museum, instead of fostering our own artful sensibilities in every aspect of daily life, then our lives lose opportunities for soul.” Rather than being unconscious, unconcerned, or disillusioned about how you communicate with others, take up this invitation to become an artist of communication and create more effective communication in your lives.

Your acceptance, however, to create more effective communication will not necessarily guarantee success in every interaction. Human communication is much too complicated and involving. There are thousands of unconscious nonverbal behaviours involved in even a single conversation and we are usually aware of only a few of them during the course of the conversation.

The same holds true for the verbal dimension of that same conversation. The hundreds of thousands of words in our language and the millions of possible arrangements of those words are equally staggering. There is no possible way we can consciously choose the perfect words and the perfect sentences for every thought and feeling we wish to communicate.

Verbal and nonverbal communications are also governed by habit. It is easier to say hello and smile as we pass others than it is to create a unique and special greeting for each and every person. Effective communication requires that much of our interaction with others be governed by habit. Otherwise, communication would be too dense, clumsy, and overwhelming. Even if we could select the perfect words, sentences, and behaviours to communicate, there is no guarantee that the recipient of the message would interpret the words and the behaviours in the way we intended.

The process of human communication cannot be as intentional and predictable as the brush strokes on canvas or the careful shaping of clay. We cannot control the viewers' interpretation when they "see" our painting or statue. But in communication with others, you can choose to be more aware of, sensitive to, and selective of your words and behaviours. Your decision to consciously participate in the way you speak and listen to others will open the doors to more effective communication. A girl called Karen learned that even one change in her communication behaviour—listening without interrupting—created more space for her mother to share. This one change created a wonderful change in their relationship. You too can change your relationship with others through your communication. Begin now, tomorrow will be too late.

- (i) How is a communicator comparable to an artist? **(2 marks)**
- (ii) In what three ways does your communication style determine your personality? **(3marks)**
- (iii) What makes a person an effective communicator? **(3 marks)**
- (iv) Why does the author perceive human communication to be complicated and involving? **(4 marks)**
- (v) Give the meaning of the following words as used in the passage. **(2 marks)**
 - Masterpiece
 - Staggering

QUESTION TWO (20 MARKS)

- (a) Explain three ways in which a student can improve his/her rate of reading? **(6 marks)**
- (b) Explain why it is important to analyse the speaking situation when preparing for a public speaking exercise. **(6 marks)**
- (c) In what four ways can a student enhance his/her listening skills? **(8 marks)**

QUESTION THREE (20 MARKS)

- (a) If you are preparing to make a public speech, explain five ways in which you can introduce your speech. **(10 marks)**
- (b) Explain five reasons why it is important for a university student to join a study group. **(10 Marks)**

QUESTION FOUR (20 MARKS)

- (a) Explain four methods of classifying library materials. **(8 marks)**
- (b) Write down the following reference materials as they would appear in the bibliography section of your research work using APA referencing style.

- (i) **Title:** The DAST theory of communication. **(6 marks)**
Subtitle: The interdynamics of desire, affinity, space and time in different contexts of communication

Author(s): Xin-An Lu

Year of Publication: 2012

Publisher: Kendall Hunt Publishing Company

Place of publication: Dubuque

- (ii) **Title:** Rhetorical analysis. **(6 marks)**

Subtitle: A brief guide for writers

Author(s): Mark Garrett Longaker and Jeffrey Walker

Year of Publication: 2011

Publisher: Pearson Education, Inc.

Place of publication: New York

QUESTION FIVE (20 MARKS)

- (a) Explain five ways in which your mental process can hinder engagement in a listening activity. **(10marks)**
- (b) Distinguish between skimming and scanning. **(4 marks)**
- (c) Explain the kinds of services offered in any three sections of the library. **(6 marks)**