

UNIVERSITY OF CAPE COAST
COLLEGE OF EDUCATION STUDIES
SCHOOL OF EDUCATIONAL DEVELOPMENT AND OUTREACH
INSTITUTE OF EDUCATION

COLLEGES OF EDUCATION
FOUR-YEAR BACHELOR OF EDUCATION
FIRST YEAR, FIRST SEMESTER QUIZ I, JANUARY 2019

EBS 108 - LANGUAGE AND LINGUISTICS

MARKING SCHEME

1. What is the difference between intrapersonal and interpersonal communication?

Intrapersonal communication refers to the kind of communication that takes place within oneself, while interpersonal communication refers to the kind of communication between two or more people. (2 marks)

2. What is effective communication?

An Effective Communication is a communication between two or more persons where the intended message is successfully delivered, received and responded to. It is the type of communication that ends in the intended response. (2 marks)

3. List two types of responses or feedback.

i. *Intended response* ii. *Unintended response* (2 marks)

4. State two things you will consider when selecting a channel of communication.

i. *Language choice*
ii. *Language rules and conventions*
iii. *Mode*
iv. *Formality*
v. *Genre rules and convention* (any 2 for 2 marks)

5. What is interference in the communication process?

Anything that blocks or hinders the reception or intended message or feedback. (1 mark)

6. List two elements of channel communication.

i. *sender*
ii. *ideas*
iii. *encoding*
iv. *communication channel*
v. *receiver*
vi. *decoding and*
vii. *feedback*

(any 2 for 2 marks)

7. What is difference between intended and unintended feedback?

Intended response is what the addressee/sender expects receive from the addresser while unintended response is not the response that is expected. (2 marks)

8. Why is language often described as arbitrary?

There is no connection between what words stand for and the words themselves. (2 marks)

9. Which of Jakobson's functions of language is alternatively referred to as the "emotive" or "affective" function?

The Expressive function (1 mark)

10. Who does the conative function of language engage directly?

The Addressee (receiver) (1 mark)

11. In which two ways are the language skills related to each other?

- i. *The direction of communication (in or out)*
- ii. *The method of communication (spoken or written) (2 marks)*

12. What is the "displacement" property in language?

It enables human language to be used to indicate an action happening now, in the past or future. (2 marks)

13. What is the fundamental difference between speech and writing?

A fundamental difference between casual speech and writing is that speech is spontaneous whereas writing is planned. (2 marks)

14. Why is language considered as "modifiable and flexible"?

It can be used in meaning several things – it is not rigid. New examples can be added. (2 marks)