Tutorial letter 101/3/2018

Communication Research
COM3706

Semesters 1 & 2

Department of Communication Science

IMPORTANT INFORMATION:
This tutorial letter contains important information about your module.
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1 INTRODUCTION

Dear Student

The essence of this module, Communication Research (COM3706), is the application of research methodology. The aim is to expose you to the basic communication research concepts and principles, and to provide you with an opportunity to demonstrate your understanding and application of these basic principles. This implies that you are exposed to research concepts and a specific research method and have to conduct authentic research. Aspects of the methodology applied and the findings of your research have to be presented according to a specific format (as stipulated on the mark schemes provided).

The content of this module also poses specific challenges, such as that one has to understand each concept fully before one can apply any theory to practical situations. It is expected of students on this level to actively engage in self-study, to do additional thorough reading, and to present assignments of good quality meeting the minimum requirements as stated on the mark schemes.

COM3706 does not have a venue-based examination. The module consists of an assignment (01) and a portfolio (assignment 03). The content of this module is developmental by nature because assignment 01 is the first part of your portfolio. Assignment 01 is the theoretical foundation of the portfolio. In this assignment you will explain and provide detail on how you plan to conduct the research. You will relate concepts to the actual research to be done, explain which theoretical foundation will be applicable, et cetera. Lecturers will assess assignment 01 and provide feedback as well as guidelines for revision and improvement in order to meet the minimum requirements as per the mark scheme. The same (improved and revised) assignment is then used for the portfolio. Once the corrections and improvements to assignment 01 have been done, half of your portfolio has actually been completed.

This tutorial letter contains two mark schemes which have to be used. You will notice that the mark scheme for assignment 01 is repeated in the second mark scheme. That is because the portfolio headings on the second mark scheme have to be added to those assignment 01 headings. The headings applicable to the portfolio represent the actual reporting of the research done. Answers to all the headings on the second mark scheme (for assignment 03, the portfolio) constitute the portfolio for examination purposes.

No assignments may be delivered or sent to the Department of Communication Science or an academic as we do not have access to systems to record any assignments. You have to submit the portfolio via myUnisa or have physical evidence of submission (such as a track-and-trace number) if the assignment is sent via the post office or by means of a courier.

The content of all tutorial letters is important. Tutorial letter 101 contains generic detail as well as the assignments and the mark scheme for assignments 01 and 03. The information contained in this tutorial letter is applicable to both semesters and study material is only available in English. Familiarise yourself with the closing dates of assignments as there is NO extension on any assignment. Tutorial letters 201 and 202 contain extensive feedback on assignments 01 and 02. Tutorial letters also contain detail on what to do if you fail the module, qualify for a supplementary examination or if you are identified as a FI student, and we address the issue of one-on-one assistance available to specific students (it remains each person’s choice and decision whether they want to use the option of offer or not).
It is essential that you not underestimate the amount of work involved or the time it will take to do the portfolio and that you start working on this module the moment you receive the study material. Also bear in mind that if you are not comfortable with research methodology or the scientific concepts and their application to research, you will need much more time to become conversant with these before being able to apply them in practice.

Purchase the prescribed book as soon as possible, STUDY, re-read, highlight, summarise, note all the important detail in this tutorial letter relating to each assignment, and draw up a schedule reflecting your important dates and activities.

Good luck with your studies and we are look forward to being of assistance.

2 PURPOSE OF AND OUTCOMES FOR THE MODULE

2.1 Purpose

The purposes of this module on communication research are not only to equip learners with the theoretical knowledge and practical research skills (techniques and methods), but also to

- introduce students to the concepts related to research
- provide students with the opportunity to illustrate their mastery of content and research-related concepts by having to conduct authentic research in a natural environment related to communication require that students present their research done in a scientific report as portfolio for examination purposes.

2.2 Outcomes

In order for students to master the goals and objectives of the module, it is assumed that they

- have the ability to read, write and understand English
- have the ability to learn from predominantly written material
- have the ability to do practical applications
- possess the willingness to take responsibility for own progress, with guided support
- will develop the ability to communicate what they have learnt and experienced, predominantly by presenting portfolios.

Students who have met the outcomes of the module will be able to demonstrate an understanding, and apply their knowledge of research principles, techniques and methods in diverse communication contexts.
3 LECTURER(S) AND CONTACT DETAILS

3.1 Lecturer(s)

The module coordinator for COM3706 will be announced on myUnisa.

Please do not send the same e-mail to more than one person. If you do, the first recipient will be the only person responding. When you contact the university, make sure that your student number, module code (COM3706), your postal address, and telephone number are at hand, and that you speak up so that we can hear you.

3.2 Department

Department of Communication Science
TvW Building
7th floor
C/o Room 69

3.3 University

The postal address of the university is:

PO Box 392
UNISA
0003

The physical address of the university is:

Preller Street
Muckleneuk
PRETORIA

This physical address needs to be used when assignments or the portfolio is sent to the Assignment section via registered mail, or courier.

- Contact with the university

Please refer to the brochure my Studies @ Unisa.
• **Unisa contact via e-mail**

Once you register, you are automatically assigned an e-mail address at Unisa. It consists of your student number@mylife.unisa.ac.za. Unisa will use ONLY this e-mail address when communicating with you. Please ensure that you also use this address when interacting with Unisa electronically, and always indicate which module the enquiry relates to. If you experience any problems with myUnisa, you need to send an e-mail to mylifehelp@unisa.ac.za with ONLY your student number in the subject line. Please provide as much detail about the difficulty experienced.

### 4 MODULE-RELATED RESOURCES

Do not wait until you receive the study material in the post before starting with your studies. Access the material on myUnisa and buy the prescribed book. You cannot come to Unisa and collect or ask for study material. All study material is dispatched to students and is NOT kept at the main campus in Pretoria. Academic departments can also not supply copies of the study material (study guide and tutorial letters).

Please keep your study material (after submitting the portfolio) for in case you fail the module and need to revise the portfolio. Unisa will NOT provide you with a second set of study material. If you have disposed of yours you will have to purchase the material.

#### 4.1 Prescribed books

COM3706 is based on one prescribed book, one study guide and a number of tutorial letters which you will receive during the course of the semester. No other material or sources are required. It is vitally important that you **READ your study material** and accept responsibility for your own studies. Your study material (study guide and tutorial letters) will be provided by the university. The correct study material is also available on myUnisa — under the option *Study material* — and you can access and print it.

**There is ONLY prescribed book for this module and you have to purchase as soon as possible.**

**The prescribed book is:**

ISBN NUMBER: 978-0-70217-710-1

The ISBN number of the book changes with each reprint of the book. We are not informed when reprinting is done. Just ensure you get the latest edition of the book with this title. The prescribed book is also available as an e-book. Both the assignments and the examination are based on the contents of the prescribed book. You cannot pass the examination without the prescribed book.
• Plagiarism

Familiarise yourself with the Disciplinary Code for Students as well as the contents of Tutorial Letter CMNALLE/301 and refrain from plagiarising.

4.2 Recommended books

There are no recommended books applicable to this module. You are, however, required to use three other sources (articles, books, other publications) apart from the study guide and prescribed book when completing assignment 01 and assignment 03.

4.3 Electronic Reserves (e-Reserves)

There are no e-Reserves applicable to this module.

4.4 Library services and resources information

For brief information, go to www.unisa.ac.za/brochures/studies
For detailed information, go to the Unisa website at http://www.unisa.ac.za/ and click on Library.

For research support and services of personal librarians, go to http://www.unisa.ac.za/Default.asp?Cmd=ViewContent&ContentID=7102.

The library has compiled a number of library guides:

- finding recommended reading in the print collection and e-reserves: http://libguides.unisa.ac.za/request/undergrad
- requesting material: http://libguides.unisa.ac.za/request/request
- postgraduate information services: http://libguides.unisa.ac.za/request/postgrad
- finding, obtaining and using library resources and tools to assist in doing research: http://libguides.unisa.ac.za/Research_Skills
- how to contact the Library/finding us on social media/frequently asked questions: http://libguides.unisa.ac.za/ask

• Study guide

The title of the study guide is:


• Tutorial letters

You should receive a tutorial letter after the closing date of each assignment. Be on the lookout for these tutorial letters and if you do not receive them, access and/or print them on myUnisa.
5 STUDENT SUPPORT SERVICES FOR THE MODULE

The brochure *Studies @ Unisa* contains important information, such as guidance in terms of time management, planning skills, and guidelines with regard to the examination and preparation for the examination. The brochure is an A–Z guide of the most relevant study information. Use the contact detail for various sections and departments to channel your specific enquiries. Lecturers do not have access to all the systems and records and are not be able to assist with enquiries other than those related to the subject matter.

- **Free computer and internet access**

Unisa has entered into partnerships with establishments (referred to as Telecentres) in various locations across South Africa to enable you (as a Unisa student) free access to computers and the Internet. This access enables you to conduct the following academic related activities: registration; online submission of assignments; engaging in e-tutoring activities and signature courses; etc. Please note that any other activity outside of these are for your own costing e.g. printing, photocopying, etc. For more information on the Telecentre nearest to you, please visit [www.unisa.ac.za/telecentres](http://www.unisa.ac.za/telecentres).

Unisa keeps on striving for excellence and this is also evident in the distribution of study material and your submission of assignments. Innovative initiatives and partnerships (similar to those between SKYNET and the Pepcor group reached in 2015), are available and should be used. SKYNET may not necessarily deliver your study material at your residential address, but to your nearest post office. Please check at your post office regularly (if that option is applicable for delivery of your study material) and collect the study material as soon as possible. If you wait too long before you collect from the post office, the post office sends the study material back to Unisa.

- **Participating on myUnisa**

*myUnisa* is an electronic forum where students interact with the lecturers and other students. Discussions and announcements are done via *myUnisa* and it is of particular importance that you check this forum regularly and that you use some of the information in postings related to specific headings when doing assignments 01 and 03. Study material is also available on *myUnisa* (under the *Study material* option). You are strongly advised to register on *myUnisa* and to also join an E-tutor group (when assigned to one). The easy step-by-step instructions are available in the brochure *my Studies @ Unisa*.

- **Extra classes — tutors**

Lecturers in the department do not offer face-to-face classes. Unisa offers online tutorials (e-tutoring) to students registered for modules at NQF level 5, 6 and 7. Once you have been registered for a qualifying module, you will be allocated to a group of students with whom you will be interacting during the tuition period as well as an e-tutor who will be your tutorial facilitator. You will then receive an SMS informing you about your group, the name of your e-tutor and instructions on how to log onto *myUnisa* in order to receive further information on the e-tutoring process. Any module code on *myUnisa* with –E means is the identifier of an E-tutor group. All enquiries related to E-tutor registrations and allocations should be directed to Ms A Mukwevho at mukwea@unisa.ac.za.
Online tutorials are conducted by qualified E-Tutors who are appointed by Unisa and are offered free of charge. It is the role of the e-tutor to guide you through your study material during this interaction process. Assignments and activities posted on these groups are posted by the E-tutor and should not be submitted to Unisa via myUnisa. Enquiries about these activities and assignments need to be directed at your E-tutor. All you need to be able to participate in e-tutoring is a computer with internet connection. If you live close to a Unisa regional Centre or a Telecentre contracted with Unisa, please feel free to visit any of these to access the internet.

- **On-screen marking**

If an assignment is submitted via myUnisa it will be marked on-screen and returned electronically. Assignments assessed via Adobe Acrobat may contain yellow bubbles resembling clouds. Each bubble contains comment or feedback where it is applicable in an assignment. Move the cursor onto each bubble to see the comment.

Assignments submitted manually are marked by hand and sent back via normal postal service. Unisa cannot indicate when the post office will deliver your marked assignments. We can, however, confirm that once an assignment has been marked, the marks are recorded by the Assignment section and that the marked assignment is then automatically posted back to you at the same time. The marks awarded for any assignment will also appear on myUnisa once recorded by the Assignment section.

6 **MODULE-SPECIFIC STUDY PLAN**

It is suggested that you draw up a study plan to accommodate all the modules that you have registered for. Make sure that you list all the closing dates for submission of assignments, examination dates, and other important deadlines. Then determine when you will make time to study which subject. Also make provision for time to revise work already done, and allow enough time to prepare for the examination in each of the modules that you are registered for. You can also use the Schedule function on myUnisa since it already contains markers on dates relevant to each module, (such as closing dates for assignments).

7 **MODULE PRACTICAL WORK AND WORK-INTEGRATED LEARNING**

The only practical work applicable is the requirement that you have to conduct the actual research.

8 **ASSESSMENT**

8.1 **Assessment criteria**

Assessment in this module is done by means of lecturers assessing assignments 01 and 03 (portfolio) according to the mark scheme and information contained in Tutorial Letters, and the computer marking the MCQ assignment on a pre-determined date. Feedback on assignments 01 will be available in the assessed assignment as well as in a follow-up tutorial letter. Feedback on assignment 02 is sent to you by means of a tutorial letter after the closing date of the assignment. No comment is available on any examination (assignment 03).
8.2 Assessment plan

If you are registered for semester 1, you do assignments 01, 02 and 03 for semester 1. If you are registered for semester 2, you do assignments 01, 02 and 03 for semester 2. Assignment 01 is the same for semester 1 and semester 2, is compulsory and provides admission to the examination. The mark for assignment 01 does not contribute to your final mark.

Assignment 01 deals with the first nine (9) headings of the mark scheme, forms the first half of your portfolio and addresses the technical aspects related to the research issue and research to be done (it sets the scene for some of the research methodological aspects which will be used later in your research). All the information provided in this assignment has to relate to the theme of the main research issue as per the heading of the task.

Assignment 02 in both semesters consists of a number of multiple-choice items and the answers have to be provided on a mark-reading sheet. 20% of the mark obtained for assignment 02 contributes towards your final mark.

In practice it means:

- Assignment 01 provides admission to the examination
- 20% of the mark obtained for Assignment 02 plus
- 80% of the mark obtained for Assignment 03 (the portfolio)
- equals your final mark for the module.

Assignment 03 is the portfolio and consists of a revised and improved assignment 01 plus the information related to the headings on the mark scheme (from data-collection to conclusion) which relate to the actual research done.

Assignments 01 and 02 are returned to you but assignment 03 is NOT returned to you after the examination. The reason being that the Department of Education requires that Unisa keep portfolios for three years. You have to keep copies of all documents submitted to Unisa. If a copy is required, you have to contact the Examination section and pay the applicable fee. No memorandum will be made available with a requested copy (in terms of paragraph 32 of the university rules), and marked examination documents do not have comments.

There are no specific sections of the prescribed book applicable to assignments or the portfolio. The content of the prescribed book is not presented in the same chronological order as the headings applicable to assignment 01 and/or the portfolio. All the study material (that implies the whole prescribed book and study guide, tutorial letters) are applicable to both assignments and the portfolio.

8.3 General assignment numbers

We refer to ‘assignments’ and the ‘portfolio’ (which is also an assignment) respectively. There are three (3) assignments set for this module. Every assignment has a specific general number (01, 02 and 03) which distinguishes assignments from one another and relate to the assessment plan for each module. Ensure you always have the correct assignment number on the respective documents which you submit (if the portfolio is submitted as assignment 01, it will be assessed as such).
8.3.1 Unique assignment numbers

Each assignment also has a unique assignment number which links your assignments to our subject code, and confirms the type of assignment submitted. The following unique assignment numbers apply for 2018:

<table>
<thead>
<tr>
<th>Unique assignment numbers</th>
<th>Semester 1</th>
<th>Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignment 01</td>
<td>722562</td>
<td>767606</td>
</tr>
<tr>
<td>Assignment 02</td>
<td>882994</td>
<td>884422</td>
</tr>
<tr>
<td>Assignment 03 (Portfolio)</td>
<td>736894</td>
<td>721132</td>
</tr>
</tbody>
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8.3.2 Due dates for assignments

<table>
<thead>
<tr>
<th>SEMESTER 1</th>
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</thead>
<tbody>
<tr>
<td>Assignment 01 (compulsory)</td>
<td>2 March 2018</td>
</tr>
<tr>
<td>Assignment 02 (contributes to semester mark)</td>
<td>20 April 2018</td>
</tr>
<tr>
<td>Assignment 03 (examination portfolio)</td>
<td>4 May 2018</td>
</tr>
<tr>
<td>Assignment 03 (supplementary examination portfolio)</td>
<td>12 October 2018</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SEMESTER 2</th>
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</thead>
<tbody>
<tr>
<td>Assignment 01 (compulsory)</td>
<td>17 August 2018</td>
</tr>
<tr>
<td>Assignment 02 (contributes to semester mark)</td>
<td>14 September 2018</td>
</tr>
<tr>
<td>Assignment 03 (examination portfolio)</td>
<td>12 October 2018</td>
</tr>
<tr>
<td>Assignment 03 (supplementary examination portfolio)</td>
<td>19 April 2019</td>
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</tbody>
</table>

There is NO extension for the submission of assignment and an examination date cannot be postponed.

If the time of submitting the portfolio falls within any religious festivities or activities, please ensure that you do the portfolio well in advance of these and that you hand it in before they commence. There is ample time to realise and accommodate this.

8.4 Submission of assignments

Assignments submitted on myUnisa may ONLY be in MS Word or pdf. format. The font size to be used in your written assignments must be 12 pt. No blocks around text, no colour and no large fonts are to be used in any written assignment. You may also NOT zip any files, hand in more than one document or make more than one submission per assignment number. Electronic documents may not exceed 10Mb and only the first 35 typed pages and 40 handwritten pages of a portfolio is marked (this includes the applicable advertisements).
The Assignment section will **cancel** your submitted document (and send you an SMS informing you of the cancellation) if

- you submit more than one document per assignment or portfolio
- your submitted document exceeds the 10Mb size restriction
- your submitted document is not in MS Word format, or if you zipped the file.

All enquiries dealing with cancelled assignments need to be directed to the Assignment section.

- **Electronic submissions**

You have to have evidence of submission of the portfolio. That is why we require submission via myUnisa or with a track-and-trace number from the post office or courier. If myUnisa is down or unavailable on the closing date for submission of an assignment, you need to notify the module coordinator as soon as possible so that the matter can be addressed officially. Action or decisions in this regard will be posted on myUnisa and an SMS will be sent if possible. The university cannot unfortunately take responsibility or assist if you experience any computer or electronic problems; if your computer was stolen; if you do not have any backups of your documents; if the post office is on strike; or if you put an assignment in a Unisa postbox and the assignment does not reach the Assignment section. These problems are your own responsibility and you will NOT be able to re-submit any assignment as a result of any of these problems.

When submitting your assignments via myUnisa, please make sure that you submit the correct document with the correct assignment number, and correct unique assignment number. You have to follow all the steps and receive a confirmation that each document submitted has in fact been received. Check on myUnisa the next day to ensure there is a date in the PROCESSED column (that date indicates when Unisa received the document). If there is no date in that column, you need to contact the Assignment section immediately.

Assignments can also be submitted via snail mail (sent via post office) or via an official Unisa mailbox on campus but we do not recommend you use these options because you have no evidence of submission. You are urged **NOT to submit** the portfolio via snail mail or via a regional centre mailbag, or even via a Unisa postbox. The portfolio represents an examination and we require you to submit electronically via myUnisa, or via registered mail or by means of a courier.

NO assignments or portfolio can be physically delivered at Unisa in Pretoria, either to the Assignment or Examination section, the Department of Communication Science, or the lecturers concerned. Academics are NOT allowed to receive any assignments. We do NOT have access to that administrative system and are not able to record any documents.

You are also required to **keep a copy of any and all assignments and the portfolio** before submitting anything. If a copy of the portfolio is requested from the Examination section, you have to pay the applicable fee.

All enquiries relating to the submission of any assignment have to be addressed to the Assignment section.
8.5 Assignments

Assignment 01 is the written assignment and assignment 02 is a multiple-choice assignment (MCQ assignment). Assignment 03 is the portfolio which replaces a venue-based examination. All assignments should be submitted via myUnisa.

Both assignment 01 and assignment 03 have to include the technical presentation and answers to the self-assessment. The mark for technical presentation is NOT added to the final mark of assignment 01 as it inflates the actual mark obtained for the content. This mark is, however, added to the final mark for the portfolio. No marks are awarded for the self-assessment in assignment 01 because it also inflates the final mark of the assignment. You do, however, get marks for the detail in the self-assessment in assignment 03 (portfolio). These marks very often make the difference between passing and failing the module.

You can view the marks allocated for each assignment on myUnisa before the assignment reaches you. The mark of assignment 01 is only indicative of how well you met the requirements provided on the mark scheme as the marks are awarded according to the criteria-based mark scheme. A good mark in assignment 01 does NOT guarantee a pass in the examination. You also have to obtain good marks for the headings related to the actual research done. Do take note of the discussion on the calculation of the final mark.

Assignment 01 (applicable to both semesters)

**Conduct a mini-communication audit in an organisation of your choice.** You have to have a minimum of 20 people of respondents) as a realised sample in your research (completing the questionnaire).

In order to do this task and meet the minimum requirements, you have to:

- Study section 6.7 in Du Plooy (2009:356—388), and pages 218 to 221 in the study guide and use the relevant detail in Tutorial Letter 102 when doing assignments 01 and 03.
- Select four of the eight domains listed by Du Plooy (2009:360—362 and extensively illustrated in Du Plooy 2001:371—388) used to measure internal communication by means of the ICA communication audit questionnaire on which your research would be based. The presentation of your whole assignment (and portfolio) has to refer to and include these domains.
- Your selected research problem or issue and your selected organisation would to a large extent determine which of the eight topic areas will be included in your self-administered questionnaire. You need to state which four topic areas your research will address before formulating your assumptions and sub-issues.
- Your survey has to have an introductory letter and contain a heading Demographics with gender as option.
- You have to investigate communication as currently being experienced versus the ideal in the organisation. These two aspects have to be addressed in your questionnaire.
• Include an open-experience form at the end of each topic area. See Du Plooy (2001:373) for an example.
• Obtain and include an official letter (signed and on an official letterhead) from an institution/organisation in which a senior official declares that you conducted the research at that organisation.

You may not repeat the task performed and commented on in the study guide.

The task performed and commented on in the study guide concentrates on the evaluation of interpersonal communication as currently being experienced versus the ideal in a particular educational institution.

Present your assignment 01 according to the headings of the mark scheme below.

Ensure that you provide detail to each of the items listed under each heading.

A criteria-based mark scheme is used. Where the marks are only reflected in the Max column, they are equal to the number of criteria needing a mark in the descriptive column (e.g. under MAIN ISSUE detail on the nature of your research design (approach); the time dimension applicable to the research; the objectives (action); the issue to be researched; and the method which will be used are required. Here it is obvious that one mark will be awarded for each answer related to each of these criteria).

Marks appearing in brackets after a requirement (criteria) in the descriptive column indicate the number of marks applicable to that specific criteria (e.g. Operationalise the 4 selected topic areas of your research (4) means that you need to explain each of the four topic areas to get one mark per explanation (4). Substantiate each (explanation) with an appropriate example (4) implies one mark per appropriate example (4).

You have to present your assignment according to the headings on the mark scheme on the following page.
## COM3706 ASSIGNMENT 01 MARK SCHEME

<table>
<thead>
<tr>
<th>Student Number:</th>
<th>MARKER:</th>
<th>Max</th>
<th>Mark</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1 MAIN ISSUE</strong></td>
<td></td>
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<tr>
<td>Formulate the research issue in ONE sentence. Identify nature (approach); time dimension; objectives (action); issue to be researched; method.</td>
<td>5</td>
<td>0</td>
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<tr>
<td><strong>2 RESEARCH CRITERIA</strong></td>
<td></td>
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<tr>
<td>How is issue investigated is relevant to communication? Why is issue researchable? What makes research feasible and ethically acceptable?</td>
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<td>0</td>
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<tr>
<td><strong>3 EXTENT</strong></td>
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<td>Where is your research done (geographical boundary) and which organisation is used? When will the research be done? What is the nature of the time dimension?</td>
<td>4</td>
<td>0</td>
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<tr>
<td><strong>4 POPULATION</strong></td>
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<tr>
<td>Who is the target population? (1) Who is the accessible population? (1) List 4 population characteristics (4) What are the units of analysis in your research? (1)</td>
<td>7</td>
<td>0</td>
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</tr>
<tr>
<td><strong>5 FOUR ASSUMPTIONS AND FOUR SUB-ISSUES</strong></td>
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<tr>
<td>List your 4 selected topic areas (4). Formulate 4 assumptions (4) and 4 sub-issues related to the main issue (4). Assumptions must be appropriate to research issue and sub-issues must be linked to assumptions.</td>
<td>12</td>
<td>0</td>
<td></td>
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Before submitting assignments 01 and 03, make sure that you meet the following criteria related to the technical presentation:

- The assignment/portfolio contains a personal declaration that it is your own work;
- The table of contents corresponds with the numbering, headings and sub-headings in the assignment/portfolio and as per mark scheme. The correct numbering system is used (as in the study guide) — not the alphabet, nor I, II, III, IV, nor (i), (ii), (iii);
- All sources consulted are cited in the list of sources consulted. The correct reference techniques are used. If no sources are used, no marks are awarded;
- The list of sources consulted is complete, alphabetical and sources are not numbered;
- Any other aspects related to the presentation of the assignment or tasks (e.g. appropriate research terminology is used and presentation does not contain language, spelling or typing errors, or personal types of address).

Others as an entry refers to correct spelling, correct typography, no personal forms of address, correct layout of document according to mark scheme headings, inclusion of required addenda, et cetera.

Once the technical presentation has been checked, you need to include answers to your self-assessment and self-reflection on a separate page after the list of sources consulted. The answers to the questions below have to relate to the actual assignment or portfolio done.

- What have you learnt (what knowledge have you gained) by doing the portfolio task?
- What skills, abilities and orientations (attitudes and values) have you accomplished?
- Which strengths could you apply in your future life and work environment?
- Which shortcomings do you need to address in future?
- To what extent have you achieved the learning outcomes formulated for each study unit? (List the learning outcomes which you have achieved. No marks are awarded if these are not listed).

Correcting Assignment 01

Once we have assessed assignment 01, we will comment on the assignment and give you some feedback in the assignment as well as by means of a tutorial letter. On receiving the marked assignment back, you need to revise, correct and update the assignment to ensure the minimum requirements on the mark scheme are met. If you do NOT get assignment 01 back at least one month before the portfolio is due, please use your copy, the mark scheme and tutorial letters and do a paragraph-by-paragraph comparison in order to make the corrections.

You are also most welcome to contact the module coordinator if you need assistance when doing any assignment, or when doing the corrections. We urge you to start working on the portfolio once you have done assignment 01 because that will allow enough time for questions and clarification if needed.

Assignment 02

Assignment 02 consists of 20 MCQ items and has to be submitted on a mark-reading sheet. This assignment is marked by computer on a pre-determined date. The MCQ items in assignment 02 have to be done in context of the stem of each question. That implies that you must read the sections each item refers to, consider the options and context applicable to each item, and then answer each question. We cannot indicate on which page an answer for a specific item appears.
The mark that you obtain for assignment 02 has a 20% credit-bearing value towards your final mark. This implies that 20% of the mark that you obtain for assignment 02 counts as your semester mark.

Assignment 02 for semester 1

Work through the study material in order to do this assignment. Refer to tutorial letter CMNALLE/301 and revise the section dealing with multiple-choice questions to ensure you complete the mark-reading sheet correctly. Also ensure that you have recorded the unique assignment number on the mark-reading sheet.

QUESTIONS

Q1 Different sources of communication research issues exist. Which source would be the most appropriate in the following scenario?

As a communication scholar, you are contracted to conduct a survey on behalf of a political party to explore and describe registered party members’ opinions about political pamphlets that have been distributed in a specific community.

The most appropriate source is … .

(1) your personal interest
(2) a theory (e.g. persuasive communication)
(3) a requirement to replicate a previous study
(4) a need in the specific community

Q2 Read the scenario above in question 1 again.

Who or what are the units of analysis in that survey?

(1) Party members
(2) Members of the community
(3) Political messages
(4) Pamphlets
Q3 You are developing a conceptual (theoretical) model of the communication processes that take place when the management of a specific organisation disseminates messages to employees.

Which of the following statements apply to above scenario?

(a) The goal is basic research  
(b) The objective is explanatory  
(c) The goal is applied research  
(d) The objective is descriptive  
(e) Ecological fallacy applies

(1) (c) (d)  
(2) (b) (c)  
(3) (a) (d)  
(4) (d) (e)

Q4 When formulating a research issue, very specific criteria or information need to be included in such a formulation.

Read the following research issue and identify which criteria or information are missing or have not been mentioned and should ideally have been included.

A survey to explore and describe UNISA students’ reasons for attending the satellite discussion classes for communication research.

The following criteria or information are missing:

(a) extraneous variables  
(b) topic or issue  
(c) action(s)  
(d) method  
(e) time dimension  
(f) nature of research or approach

(1) (f) (b)  
(2) (c) (d)  
(3) (e) (f)  
(4) (d) (a)
Q5 Which would be an appropriate **sub-issue** that you would formulate when conducting research described in the scenario below?

You are conducting a survey to explore and describe whether and why UNISA students attend the satellite discussion classes for communication research.

An appropriate sub-issue is … .

(1) should a quantitative or qualitative approach be applied?
(2) what method should be used to draw a sample of students?
(3) what should the minimum size of the realised sample of students be?
(4) can students’ attendance be correlated with their examination results?

Study the following advertising scenario and answer the THREE questions that follow below.

A thematic analysis of television advertising of food aimed at children found that the following promotional appeals were used: pleasure, humour, fantasy, fear, appearance, popularity and adventure.

Q6 The units of analysis in the study are … .

(1) individual children
(2) television advertisements
(3) types of food
(4) themes

Q7 The type of research method applied in the study is … .

(1) ethnographic research
(2) content analysis
(3) field research
(4) survey research

Q8 The research objective in the study is mainly to describe the … .

(1) cumulative effects of advertising on children
(2) types of food found in advertising aimed at children
(3) message(s) that are conveyed by the advertisements
(4) relation between appeal techniques and children’s eating habits

Q9 Randomisation is an important requirement when you conduct research which is based on … .

(1) a case study
(2) field observations
(3) a content analysis
(4) an experiment
Q10 Previous research suggests that animation is an effective way in capturing young children’s attention in educational television programmes. You want to explore and describe whether and how frequently animation (such as animated drawings and puppets) is actually applied by a specific television station’s educational television programmes over a period of a year.

The measuring instrument that you would use in your study would be … .

(1) a moderator guide
(2) pre-coded content analysis categories
(3) a questionnaire with Likert scales
(4) an interview schedule with Thurstone scales

Study the following political and television scenario and answer the FIVE questions that follow.

A member of one of the opposition political parties in your country blames one of the national television stations of broadcasting biased news programmes which favour the ruling political party. You have been given the task of conducting research to confirm or reject the allegation.

Q11 The goal and objective of the study are … .

(1) applied and descriptive
(2) basic and exploratory
(3) applied and exploratory
(4) basic and explanatory

Q12 The ontological assumptions of your research are guided by the .......... theory.

(1) uses and gratifications
(2) stimulus-response
(3) framing
(4) functionalist

Q13 The most appropriate reliability test that you would apply, is .......... reliability.

(1) item-to-total
(2) split-half
(3) intercoder
(4) expert-jury
Q14 In order to meet the requirement of external validity the following prerequisites have to be met:

(a) the reliability and validity of the questionnaire must be tested
(b) a representative sample of television viewers must be drawn
(c) a probability sample of television news programmes must be drawn
(d) the content analysis categories must be mutually exclusive and exhaustive
(e) sampling has to consider the parameters or characteristics of the target population
(f) verbal language and semiotic analyses of visual images have to be conducted

(1) (a) (b)
(2) (c) (d)
(3) (b) (f)
(4) (c) (e)

Q15 The following is one of the main ethical issues that you will have to consider in the study:

(1) sampling of television news programmes
(2) the treatment of television viewers
(3) access to regular viewers, as the target population
(4) the language used during interviews

Q16 During the analysis of diary entries made by respondents in a survey over a period of 6 months, in the context of organisational communication, you would make use of ........... categories.

(1) nominal
(2) ordinal
(3) pre- and post-coded
(4) cause-and-effect

Q17 In a/an ........... experimental design the control group is not exposed to X and you compare the experimental group and the control group only after the manipulation of X.

(1) unmodified
(2) post-test only
(3) pre-post test
(4) comparative

Q18 When respondents in the context of mass communication .......... it serves as an example of a self-report measurement, which you as a researcher analyse by means of inductive reasoning.

(1) watch television
(2) read a magazine
(3) listen to the radio
(4) keep a diary
Q19  You conduct personal interviews with employees in a company to explore and describe their opinions about a new language policy that is being introduced by management.

Which one of the following questions would be appropriate as an open-ended question?

(1) Do you agree with the new language policy being introduced by management?
(2) Are you aware of the details about the proposed new language policy?
(3) Have you heard any criticism about the introduction of the new language policy?
(4) Why, in your opinion, should a new language policy be introduced?

Q20  The following item appears in a self-administered questionnaire. However it contains a problem or error that must be avoided.

Some consumers prefer to buy Five Roses and Rooibos tea.

Above item is problematic because it is a/an .......... statement.

(1) filter
(2) leading
(3) double barrelled
(4) free-narration

Assignment 02 for semester 2

QUESTIONS

Q1  The following Likert scale item appears in a self-administered questionnaire. However it contains a problem or error that must be avoided.

Did you read about the negative impact on the freedom of speech which the new law will cause?
Select and place a tick next to one of the following options:
Strongly agree
Agree
Neither agree/nor disagree
Disagree
Strongly disagree

Above item is problematic because … .

(1) it is a leading question
(2) it should contain a statement
(3) of the rule of correspondence
(4) it is presumptive
Q2  The following item appears in a self-administered questionnaire. However it contains a problem or error that must be avoided.

Do you agree with media specialists' views about the negative impact on the freedom of speech which the new law will cause?

Above item is problematic because it is a/an … .

(1) questionable assumption  
(2) leading question  
(3) double barrelled question  
(4) incomplete question

Q3  The following item appears in a self-administered questionnaire. However it contains a problem or error that must be avoided.

Which of the following channels of communication do you use in your company?  
Rank the following channels:  
- Written memo’s  
- Electronic mail  
- Bulletin boards  
- Telephone  
- Face-to-face meetings between two people

Above item is problematic because … .

(1) the options are biased  
(2) the instruction is incomplete  
(3) it contains ambiguous language  
(4) the question has one logical answer

Q4  In the context of reporting communication research the term “register” applies to the … .

(1) sampling method  
(2) language in the report  
(3) experimental design  
(4) type of questionnaire

Q5  When conducting a .......... survey amongst subscribers of an international magazine you should anticipate that the responses would be limited to a realised sample which is conveniently available and not a realised sample which is representative of the target population.

(1) mail  
(2) computer-administered  
(3) group-administered  
(4) personal
Q6 During the initial stages of planning a survey in the context of organisational communication you realise that you would be required to draw a simple random sample because you want to draw a representative sample from the accessible population.

In order to accomplish the latter you would have to compile or formulate … .

(1) a sampling frame
(2) reasons why the study is feasible
(3) outcomes of a behavioural change strategy
(4) assumptions of the strategy of co-optation

Q7 The main difference between conducting qualitative versus quantitative content analysis of the transcripts of responses recorded during focus-group interviews lies in the ……… as requirement(s) according to which qualitative analyses are reported.

(1) numerical terms
(2) descriptions of attributes
(3) manifest meanings
(4) generalisation to other focus groups

Q8 The following percentages represent the responses in a communication audit that you conducted. The percentages refer to the amount of information respondents receive now, compared with the amount of information they need to receive from others about how they are being judged as individuals in their section.

Which option below represents a problem that must be addressed in your report of the audit? Information received now … .

(1) little 85%; need to receive: enough 90%
(2) none 90%; need to receive: none 90%
(3) enough 96%; need to receive: little 5%
(4) average 88%; need to receive: average 82%

Q9 You are compiling a report of a communication audit that you conducted as a survey in a well-known hospital and you want to summarise the responses in a graphic form. The graph or chart must depict the percentages that represent the extent of the action that is taken now by subordinates, versus the extent of the action needed to be taken by subordinates in order for respondents to do their work proficiently.

Therefore a ………. would be the most appropriate graph or chart.

(1) circle graph
(2) tree chart
(3) bar graph
(4) pictogram
Q10 When compiling a research report, in which you compare and summarise quantitative data as percentages, the following must be avoided:

(a) plagiarism
(b) active voice
(c) contractions
(d) personal types of address
(e) inductive reasoning
(f) formal writing style
(g) flow charts

(1) (a) (b) (c)
(2) (d) (e) (f)
(3) (a) (d) (g)
(4) (g) (f) (a)

Q11 You are conducting field observations in the community where you reside.

Which of the following statements are TRUE and therefore applicable to field observations?

(a) You become involved as a participant in the research and is therefore a complete observer.
(b) Subject mortality means that people discontinue participation, which is a threat to the external validity.
(c) A debriefing interview explains to participants what the research is about and takes place prior to the study.
(d) A debriefing interview can promote the credibility of your findings and provides you with low inference descriptors.
(e) A halo effect is one of five possible sources of error that could occur because of your reactions as observer.

(1) (b) (d) (e)
(2) (a) (b) (c)
(3) (c) (d) (e)
(4) (b) (c) (e)

Q12 This statement is to be used in an item in a self-administered questionnaire.

However, it contains a problem, which must be avoided.

Some voters accept that all the political reports broadcast on radio and television news are literally the truth.

Above item is problematic because it is a/an .......... statement.

(1) double-barrelled
(2) filter
(3) free-narration
(4) contingency
Q13 Which one of the following is an example of an open-ended question, which is appropriately formulated (as an open-ended question)?

(1) “Which one of these three magazines offers you the best quality?”
(2) “Do you watch television news every evening?”
(3) “Do you agree that Takalani Sesame is an effective educational programme?”
(4) “Why do you prefer watching Egoli as a soap opera?”

Q14 Study the scenario described in the Self-evaluation and portfolio Task 4.3 in the prescribed book.

Which data-collection method would you use?

(1) Mail survey
(2) Group-administered survey
(3) Telephone survey (interviews)
(4) Personal survey (interviews)

Q15 You are conducting advertising message research.

Which of the following statements are TRUE and would therefore apply to such a study?

(a) Aided-recall techniques are used to measure consumers' behavior.
(b) An appeal in advertisements focuses on consumers' desires and offers solutions to their problems.
(c) Based on market segmentation you divide the consumers into homogenous sub-groups.
(d) Consumers' awareness and recognition of an advertisement are independent variables.
(e) In order to measure the effectiveness of an advertisement you apply a pre-test-post-test experimental design.

(1) (a) (b) (c)
(2) (e) (b) (c)
(3) (b) (c) (d)
(4) (a) (d) (e)

Q16 Study the scenario described in the Self-evaluation and portfolio Task 6.1 in the prescribed book.

Which statement applies to this scenario?

(1) It involves a survey among employees of the organisation
(2) The goal of the study is basic research
(3) The objective is explanatory research
(4) The research method is a content analysis
Q17 Study the scenario described in the Self-evaluation and portfolio Task 6.2 in the prescribed book.

Which of the following statements apply to the study described in this scenario?

(a) The data-collection methods include interviews with internal role-players
(b) The study involves a qualitative content analysis of artefacts
(c) Four areas of research represent the substantive nature of the organisation and are mutual exclusive
(d) The findings of this study meet the requirements of ecological generalisability with reference to other similar organisations
(e) This study is based on triangulation

(1) (a) (b) (c)
(2) (e) (b) (a)
(3) (a) (c) (d)
(4) (c) (d) (e)


Which statement applies to the scenario above?

(1) The objective is explanatory research
(2) The research design is mainly qualitative
(3) These are throw-away questions
(4) The study entails concept testing
Q19  The scenario described in the Self-evaluation and portfolio Task 6.9 in the prescribed book serves as background for this question.

The researcher who conducts this study formulates the following as one of the sub-problems:

What are the effects of the use of e-mail on employees’ ability to do their work effectively?

In order to research this specific sub-problem, which of the following statements are TRUE?

(a) The time dimension would have to be longitudinal and cannot be a cross-sectional study
(b) The survey would have to be a panel study
(c) The target and accessible populations would have to be the same
(d) The employees’ use of e-mail is the dependent variable
(e) A relationship hypothesis would have to be formulated in order to measure covariance

(1) (e) (b) (a)
(2) (a) (b) (c)
(3) (a) (c) (d)
(4) (c) (d) (e)

Q20  Complete the following statement by filling in the two spaces with the most appropriate phrase/word(s).

One of the main reasons why .......... is in order to .......... .

(a) external validity is considered
(b) specify the research goal
(c) a relationship hypothesis is formulated
(d) predict outcomes
(e) research hypotheses are formulated
(f) investigate unknown sources
(g) inductive reasoning is used
(h) measure covariance

(1) (a) (f)
(2) (e) (b)
(3) (g) (d)
(4) (c) (h)
Assignment 03

Applicable to both semesters

As stated in preceding paragraphs, assignment 03 is the portfolio which replaces a written examination. The portfolio is a report on the research which you have done on the topic as set for assignment 01. It consists of the detail which you provided in assignment 01 PLUS the detail relating to data-collection, data analysis, findings and the conclusions. That means all items on the mark scheme below have to be addressed in the portfolio, and all information provided needs to relate to the authentic research which you have done in practice. Ensure that you submit all the documents required with the portfolio as you will not be able to submit anything afterwards.

Conduct a mini-communication audit in an organisation. You have to have a minimum of 20 people of respondents) as a realised sample in your research (completing the questionnaire).

In order to do this portfolio and meet the minimum requirements, you have to:

- Study section 6.7 in Du Plooy (2009:356—388), and pages 218 to 221 in the study guide and use the relevant detail in Tutorial Letter 102 when doing assignment 03.
- Select four of the eight domains listed by Du Plooy (2009:360—362 and extensively illustrated in Du Plooy 2001:371—388) used to measure internal communication by means of the ICA communication audit questionnaire on which your research would be based. The presentation of your whole assignment (and portfolio) has to refer to and include these domains.
- Your selected research problem or issue and your selected organisation would to a large extent determine which of the eight topic areas will be included in your self-administered questionnaire. You need to state which four topic areas your research will address before formulating your assumptions and sub-issues.
- Your survey has to have an introductory letter and contain a heading Demographics with gender as option.
- You have to investigate communication as currently being experienced versus the ideal in the organisation. These two aspects have to be addressed in your questionnaire.
- Include an open-experience form at the end of each topic area. See Du Plooy (2001:373) for an example.
- Obtain and include an official letter (signed and on an official letterhead) from an institution/organisation in which a senior official declares that you conducted the research at that organisation.
- Include a copy of your questionnaire with the open experience forms in your examination portfolio.
Your self-administered questionnaire must:

- meet the minimum criteria that apply to the assessment of a questionnaire (Du Plooy 2009:192—195)
- contain at least four questions per domain or section
- include items that test your assumptions and answer the research questions
- be distributed to and responses obtained from at least 20 employees of a particular organisation.

You may not repeat the task performed and commented on in the study guide. The task performed and commented on in the study guide concentrates on the evaluation of interpersonal communication as currently being experienced versus the ideal in a particular educational institution.

Present your portfolio according to the headings of the mark scheme below. Ensure that you provide detail to each of the items listed under each heading.

A criteria-based mark scheme is used. Where the marks are only reflected in the Max column, they are equal to the number of criteria needing a mark in the descriptive column (e.g. under MAIN ISSUE detail on the nature of your research design (approach); the time dimension applicable to the research; the objectives (action); the issue to be researched; and the method which will be used are required. Here it is obvious that one mark will be awarded for each answer related to each of these criteria).

Marks appearing in brackets after a requirement (criteria) in the descriptive column indicate the number of marks applicable to that specific criteria (e.g. Operationalise the 4 selected topic areas of your research (4) means that you need to explain each of the four topic areas to get one mark per explanation (4). Substantiate each (explanation) with an appropriate example (4) implies one mark per appropriate example (4).
COM3706 PORTFOLIO MARK SCHEME

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<th>MARKER:</th>
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<td><strong>1 MAIN ISSUE</strong></td>
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<td>How is issue investigated relevant to communication? Why is issue researchable? What makes research feasible and ethically acceptable?</td>
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<td>Where is your research done (geographical boundary) and which organisation is used? When will the research be done? What is the nature of the time dimension?</td>
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<td>Who is the target population? (1) Who is the accessible population? (1) List 4 population characteristics (4) What are the units of analysis in your research? (1)</td>
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<td>List your 4 selected topic areas (4). Formulate 4 assumptions (4) and 4 sub-issues related to the main issue (4). Assumptions must be appropriate to research issue and sub-issues must be linked to assumptions.</td>
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<td>Method of reasoning. Distinguish between inductive and deductive reasoning (2) and explain why both are applicable to your research (2).</td>
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<tr>
<td>Explain why nature of research design is both qualitative (1) and quantitative (1).</td>
<td></td>
<td>2</td>
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<tr>
<td>Discuss the nature of the questions that were used in the survey (8).</td>
<td></td>
<td>16</td>
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<td>Discuss the open-experience forms (8).</td>
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<td>16</td>
<td>0</td>
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<tr>
<td>Which methods (2) were used to analyse the qualitative and quantitative data; explain how you analysed the data (2).</td>
<td></td>
<td>4</td>
<td>0</td>
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<tr>
<td>Why is your design flexible?</td>
<td></td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td><strong>10 DATA COLLECTION METHODS AND TECHNIQUES</strong></td>
<td></td>
<td>16</td>
<td>0</td>
</tr>
<tr>
<td>Specify (1) and motivate your research method (2). Identify (1) and motivate one benefit of using your research method (1).</td>
<td></td>
<td>5</td>
<td>0</td>
</tr>
<tr>
<td>Indicate two levels of measurement applicable to the survey (2) and substantiate each level with an example from the survey and open-experience forms (2).</td>
<td></td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>Which sampling method was used? (1) Describe the steps followed to select the sample (2). Contextualise the sample against the accessible population (2).</td>
<td></td>
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<td>0</td>
</tr>
<tr>
<td>Describe the steps followed in the collection of data. Discuss permission from (1) and access to organisation (1). How was the survey distributed and returned to the researcher? (2) What was the role of the researcher (1)?</td>
<td></td>
<td>5</td>
<td>0</td>
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</tbody>
</table>
Include a completed questionnaire plus 4 completed open-experience forms (2). Introductory letter included? (1) Does the questionnaire investigate the current versus the ideal communication in each of the 4 topic areas? (4). Does the questionnaire meet the minimum requirements for a questionnaire? (5)

11 DATA ANALYSIS
How was quantitative (2) and qualitative (2) data analysed? 4 0
Can the study be replicated? Motivate your claim; why/why not? (consider the size of sample and sampling method). 2 0
Code and tally closed-ended responses (2)
Present the frequency distribution of the current situation compared to the ideal situation for each of the 4 topic areas (4). 6 0

12 FINDINGS
Describe the findings of your analyses related to the 4 selected topic areas (5x topic area =20). Interpret the open-experience form responses (4). 24 0
Accept or reject assumptions (4) and substantiate each with evidence from research done (4). 8 0

13 CONCLUSION
Draw at least two conclusions, one from quantitative data and one from qualitative data. 2 0
Answer research questions (4) and support each with evidence from research done (4). 8 0

Sub-total: 172 0
Divided by 28 0
Multiplied by 11.884 0

SELF-ASSESSMENT AND SELF-REFLECTION
1 What have you learnt by doing this portfolio?
2 What skills, abilities, and orientations have you accomplished?
3 What strengths could you apply in your future life and work environment?
4 What shortcomings do you need to address in future?
5 To what extent have the learning outcomes formulated for this study unit been achieved? 5 0

TECHNICAL PRESENTATION
Declaration (Statement, tutorial letter, name and student number, witness) 4 0
Table of Contents (Layout, typography, headings, page numbers, sources, addenda) 6 0
Sources in text (At least 4 sources, correct acknowledgement, correct referenced, no plagiarism) 4 0
Sources consulted (Alphabetical in 1 list, correct typography, complete, all sources acknowledged) 4 0
Other: spelling, grammar, typing errors, typography, format, no columns or blocks, addenda, et cetera 4 0

TOTAL FOR EXAMINATION PORTFOLIO 0 0

9 OTHER ASSESSMENT METHODS
No other assessment methods are applicable to this module.

10 EXAMINATION
No venue-based examination is applicable. You have to submit a portfolio done according to the mark scheme and requirements as stated in the study material.
11 FREQUENTLY ASKED QUESTIONS

Below are responses to issues and aspects which are frequently raised.

- Examination results

The mark required in order to pass the module, is 50% (that implies at least more than 62% in the portfolio plus the semester mark).

Examination results will be published on myUnisa as soon as they are available. Once the portfolio has been marked, the marks have to be verified, signed off by the Dean, recorded on the system, and are then only released. Academics do not have access to any of these processes and do not know when the marks are finalised. Direct all enquiries regarding outstanding examination marks to the Examination section.

Once you submit Assignment 03, xx will be displayed in a column on myUnisa. This xx represents the mark obtained for that assignment and the xx will be replaced by a mark ONLY once Unisa has recorded and releases the examination marks. Your final mark can only be calculated once the portfolio mark is available.

- Calculation of final mark

ONLY 80% of the mark obtained for the portfolio contributes to your final mark as the 20% of the mark obtained for assignment 02 is added to calculate the final mark. This means if you score 45% in the portfolio only 36% will be recorded for the portfolio. You HAVE TO score more than 62% in the examination for the portfolio to pass the portfolio with 50%. Add to this your semester mark and it provides your final mark for the module.

- What do I have to do if you have failed the examination, qualify for a supplementary examination or have been identified as a FI student?

If you fail the module and qualify for a supplementary examination, your letter of results will indicate Departmental requirement and there will be no further official communication between the university and you in this regard. ALL the relevant detail needed to revise and improve the portfolio is in the study material which you already possess. You have to revise and improve the existing portfolio and hand it in before the next examination opportunity.

The supplementary examination is based on the same portfolio task as contained in this tutorial letter. You are expected to make corrections and hand in an improved portfolio. Unisa lecturers cannot identify the gaps and shortcomings (or tell you where you went wrong) in your portfolio. You have to use the copy of the document which you submitted as assignment 03 together with the mark scheme, guidelines and the extensive feedback provided in tutorial letters or posted on myUnisa, and make a paragraph-by-paragraph comparison to determine the gaps in your portfolio and update or correct the relevant sections. If you hand in the same portfolio without any improvements, you will fail the supplementary examination as well.
If you qualify for a supplementary examination you have to send a draft of your revised and improved first nine headings (with a message indicating why it is sent) to the module coordinator shortly after receiving your examination results. We will then work through the revised document with you in stages. This will enable us to comment on the document and provide guidance to ensure that you pass the module.

(FI) or final year students are those who have only one or two modules left to graduate and who meet the requirements in terms of the applicable policy. You cannot apply to become a FI student, Unisa identifies these students. FI students also have to follow the above route if the module needs to be revised.

FI and supplementary students are entitled to individual attention from the module coordinator. As stated before, it is your choice and Unisa can force nobody to take up this opportunity. If you plan to contact the module coordinator for assistance after the examination, please ensure that you do this immediately after the examination results have been released.

- **Unethical demands made by students**

It needs to be placed on record that students who fail have no right to demand that Unisa award them marks in order to pass the module because they wish to register for Honours, or claim that they did exactly what was required in all the material provided and still failed the module. This is exceptionally arrogant and unprofessional; least of all it is also immoral and unethical. The minimum requirements of each module have to be met in order to be awarded the necessary marks. Unisa as academic institution has to meet various HEQC and other requirements, the integrity of our standards have to be maintained, and we have to ensure that our qualifications are recognised throughout the world. Unisa also places a very high premium on honesty, integrity and respect and we will ensure that these are never compromised. If you are serious about your studies, make sure that you devote enough time to each module, meet the requirements, and pass the subject first time around. Liaise and interact with us. That is why we are here. It remains YOUR responsibility to approach the module coordinator well in advance of the next examination opportunity if you require assistance and guidance.

- **Inability to hand the portfolio in for examination**

If you cannot hand the portfolio in for the examination contact the Examination section. The department cannot grant permission for anything related to the examinations. Illness on the due date does not qualify re-submission of the portfolio as it should have been done long before that due date.

- **Sub-minimum percentage in the examination**

A mark of 50% is required to pass the module. The 40% sub-minimum applicable to the examination means that if you score less than 40% in the portfolio, you fail the module and you also do not qualify for a supplementary examination.
• **Has my assignment been received?**

Check myUnisa to see whether a submitted assignment has been recorded on the system (there will be a date in the *Processed* column). The mark that was allocated for an assignment and the date on which the assignment was returned to you, will then also be indicated on myUnisa. If you do not have access to the internet, you will have to wait for the assignment to reach you via normal mail.

• **myUnisa shows Assignment cancelled**

Contact the Assignment section as soon as possible and determine why the assignment was cancelled.

• **Assignment marks are still outstanding**

Ensure that the assignment was received by Unisa and enquire from the Assignment section.

• **Assignment marks are not recorded on myUnisa**

Please send an e-mail to module coordinator with all the relevant detail.

• **I have not received my assignment back yet**

Once assignments have been marked and the marks have been recorded on the system, these assignments are automatically sent back to students either electronically or via postal service. We do NOT keep copies of assignments and cannot provide comment on why specific marks were awarded. If information such as this is needed, you have to wait until you receive the marked assignment back.

• **I cannot start the portfolio without my marked assignment**

Yes, you can.

You do NOT have to wait for the marked assignment with comment in order to start working on the portfolio. You have to use your copy of the submitted assignment and make a comparison against the tutorial letters provided. If you need help and assistance, contact the module coordinator. It is recommended that you start this process as soon as possible so as to be able to seek advice and assistance well in advance of the submission date. Once you get the marked assignment and comment back, it is easier to then just make the changes where and if necessary.

• **Where can I direct my enquiries?**

Use the brochure *my Studies @ Unisa* and the following guide and have your module code and student number at hand. The following information will also help directing enquiries to the correct section or department.
E-mail addresses, SMS numbers and fax number for student enquiries

- **info@unisa.ac.za** for general enquiries
- **study-info@unisa.ac.za** for application and registration related enquiries (prospective and registered students)
- **assign@unisa.ac.za** for assignment enquiries
- **exams@unisa.ac.za** for examination enquiries
- **despatch@unisa.ac.za** for study material enquiries
- **finan@unisa.ac.za** for student account enquiries
- **gaudeamus@unisa.ac.za** for graduation enquiries
- **myUnisaHelp@unisa.ac.za** for assistance with *myUnisa*
- **myLifeHelp@unisa.ac.za** for assistance with myLife email accounts

Remember that any e-mail sent to **mylifehelp@unisa.ac.za** requires ONLY your student number in the Subject field. If you experience problems with your password or access to this e-mail address, please send an SMS to the relevant number of the *myUnisa* team and explain the problem in detail.

Send an SMS to **32695** for more information on how to contact Unisa via SMS (only for students in within the borders of South Africa). The student will receive an auto response SMS with the various SMS options. This SMS will cost R1.

Students can also SMS enquiries directly to:

- **43578**: for applications and registrations
- **43584**: for assignments
- **43584**: for examinations
- **43579**: for study material
- **31954**: for student accounts
- **43582**: for *myUnisa* and myLife

The cost per SMS is 50c.

* The SMS number is only for students residing in South Africa. International students are urged to make use of the e-mail address **info@unisa.ac.za**.

Fax enquiries to **+27 (0)12 429 4150**

- **Prescribed Books Section**

<table>
<thead>
<tr>
<th>Telephone number</th>
<th>012 429 4152</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-mail</td>
<td><a href="mailto:vospresc@unisa.ac.za">vospresc@unisa.ac.za</a></td>
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</tbody>
</table>
12 IN CLOSING

Bear in mind that this tutorial letter had to be written and finalised at least six months before you registered for the module. There may be changes due to decisions taken after the information in this tutorial letter was made available. In that event, we will announce these changes on myUnisa, send you an SMS, and we can also make the information available in other tutorial letters. If, however, you come across something that does not make sense or you find clashes, information which is not clear, or receive information causing confusion, please feel free to contact the module coordinator with such detail.

We wish you all the best with your studies in each semester. By ensuring that you did not register for too many modules per semester and that you have enough time to devote to each module, the battle to pass is already half won. If you stay focused and dedicated, you are bound to enjoy the module and the research!

We would like you to be the next happy and successful student.

Best wishes

THE COM3706 TEAM

SOURCES CONSULTED
