

Assignment 1: Guidelines

Question 1: Interpersonal Communication (55 Marks)

Scenario:

We are always communicating, and our communication is invariably subjected to many different influences. All of these can influence the way we communicate to others and how others interpret what we say and do.

For this part of the assignment, you will need to source images: either take photographs of a scene you create for the purpose of each question, find images in a magazine or newspaper, or use freely available images from the internet to support your answers.

The questions are as follows:

Q.1.1

Briefly discuss the communication process using examples from your own daily experiences, ensuring you identify and define all the components. (15)

**LU1 Theme 2 LO2.1 pgs 3-11 – use your own words for the definition and explanation of each component and provide a relevant example from your daily life to explain each component of this process.*

Q.1.2

Use an image you have sourced that depicts feedback as part of the communication process and include it in the assignment.

Describe the feedback given in the image, including a definition of your own on what feedback is, and discuss how this might affect the communication of individuals within the scene. (20)

**LU1 Theme 2 LO2.1 pgs 3-11 – Search online, or in a newspaper or magazine or alternatively create your own image that depicts “feedback” in the communication process. Hint: This could be a person nodding/acknowledging what is being said and responding, it could be someone yelling when angry or laughing and responding when hearing a joke.*

You then need to clear provide a definition and explanation of the ‘feedback’ component in the communication process AND relate it to your chosen image.

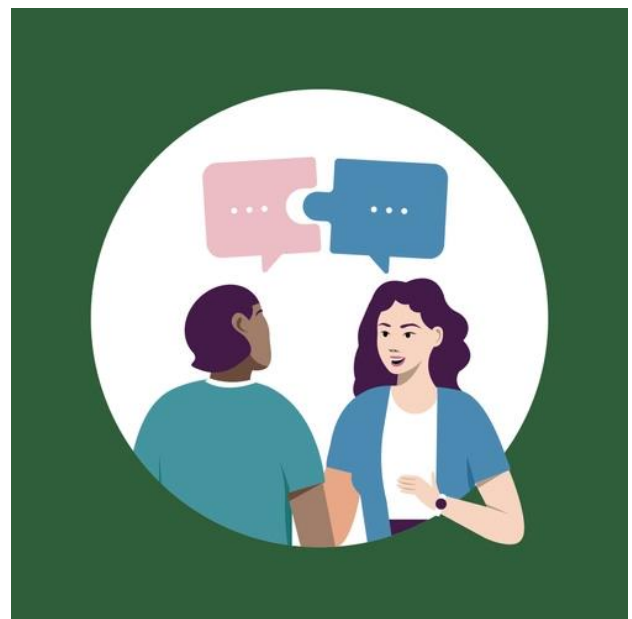
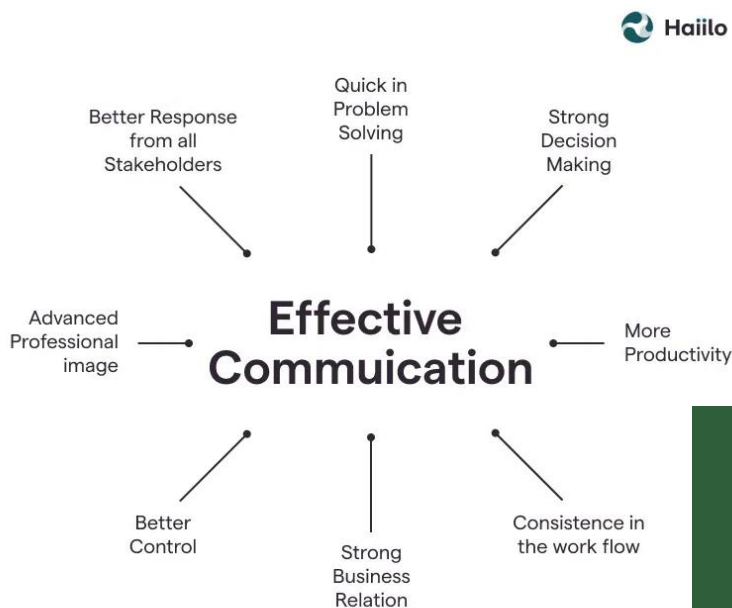
Q.1.3

Use an image you have sourced that depicts a physical context that might affect communication and include it in the assignment.

Describe the physical context in the image, including a definition of you own on what physical context is, and discuss how this might affect the communication of individuals within the scene.

**LU1 Theme 2 LO2.1 pgs 3-11*

Explain ‘physical context’ in your own words and discuss (1) how your image is reflective of the physical context in communication and (2) how it might affect communication of individuals in the scene i.e. style and tone of voice, appearance, respect/trust etc.





Question 2: Frame of Reference (45 Marks)

Scenario:

Your frame of reference is unique to you and influences how you see the world. Not everyone studies communication and understands that they might see the world differently because of their internal values, or beliefs, or the way they were brought up.

The questions are as follows:

Q.2.1

What is meant by the term “frame of reference”? Explain the term in your own words, providing at least one example of how our frame of reference might affect our communication. (10)

**LU2 Theme 1 LO1.1 pgs 19-21 – using your own words provide a definition and explanation of “frame of reference” and then describe a relevant example to support your answer. Also give a short description of how it can affect (positively and negatively) communication with others.*

Q.2.2

For this part of your assignment, you have been tasked with creating a digital flyer or poster that could be printed out and stuck around campus to educate your fellow students about the concept of a frame of reference and what influences our unique perspectives on the world.

Create a digital flyer, handout, or poster that:

1. Names and describes the elements that influence one’s frame of reference.

**LU2 Theme 1 LO1.2 pgs 21-23*

2. Discusses with examples how each element influences one’s frame of reference.

**LU2 Theme 1 LO1.2 pgs 21-23*

3. Discusses with examples how culture influences one's frame of reference.

**LU2 Theme 2 LO2.2 and LO2.3 pgs 23-*

4. Discusses with examples how gender influences one's frame of reference.

**LU2 Theme 2 LO2.4 pgs 23 -*

Remember to be creative with images that support your message and create an attractive poster for your fellow students. Make use of arrows and boxes to make your information clear to follow and understand.

Here are some cool free online tools you can use to create your poster/handout/flyer:

- https://www.canva.com/en_gb/
- <https://www.visme.co/pamphlet-maker/#>
- <https://www.postermywall.com/index.php/l/pamphlet-maker>
- OR you can use Microsoft Word 😊

Additional Guidelines:

I have received a few emails about the assignment and most of the queries have been repetitive, so I have answered them below:

- You need to in-text reference every idea you include in your assignment. This means after every main idea you discussed you need to have the author and date in brackets i.e. (Smith, 2015).
- If you come across a source that has no name of a person as the author, you need to use the website or company name, for example, if you see a source on News24 that has no name of a person you simply can say (News24, 2020).
- Please provide a full bibliography with all sources consulted at the end of your assignments.
- If there is no recent date when an article is last updated, you are welcome to use the publication date.
- If you use the prescribed textbook for more than one question, you only need ONE consolidated bibliographical reference for it and not multiples.
- Your assignments do not have to be handed in as a hard copy due to COVID-19 crisis. You need to upload your assignments on SafeAssign.

APPENDIX A – Assignment Marking Rubrics

MODULE NAME:	MODULE CODE:

STUDENT NAME:
STUDENT NUMBER:

Marking Criteria	<i>Fail</i> (0% to 49%)	<i>Average</i> (50% to 64%)	<i>Above average</i> (65% to 74%)	<i>Excellent</i> (75% - 100%)
Q.1.1 Interpersonal Communication Participant as sender The message Channel Medium Noise Participant as receiver	<ul style="list-style-type: none"> Communication process not articulated. Few components of communication process identified accurately. Few components of communication process accurately defined. No answer given. 	<ul style="list-style-type: none"> Communication process articulated to some degree. Some components of communication process identified accurately Some components of communication process accurately defined. 	<ul style="list-style-type: none"> Communication process articulated though could be clearer. Most components of communication process identified accurately Most components of communication process accurately defined. 	<ul style="list-style-type: none"> Communication process clearly articulated. All components of communication process identified accurately. All components of communication process accurately defined.
	0 - 7 Marks	8 - 10 Marks	11 - 13 Marks	14 - 15 Marks

Feedback Context [15 Marks]				
Q.1.2 Feedback [20 Marks]	<ul style="list-style-type: none"> Image does not clearly depict feedback as part of the communication process. Poor or absent definition of feedback. Feedback in image is described to a limited degree or absent. Discussion of the effect of provided feedback on individuals in scene to a limited degree is considerably lacking or absent. No answer given. 	<ul style="list-style-type: none"> Image does not clearly depict feedback as part of the communication process. Poor definition of feedback provided. Feedback in image is described to a limited degree. Discussion of the effect of provided feedback on individuals in scene to a limited degree. 	<ul style="list-style-type: none"> Image clearly depicts feedback as part of the communication process. Mostly accurate definition of feedback provided. Feedback in image is described though a key element may be missing. Discussion of the effect of provided feedback on individuals in scene is given though a key element may be missing. 	<ul style="list-style-type: none"> Image clearly depicts feedback as part of the communication process. Accurate definition of feedback provided. Feedback in image is perceptively described. Perceptive discussion of the effect of provided feedback on individuals in scene is given.
	0 - 9 Marks	10 – 12 Marks	13 - 15 Marks	16 - 20 Marks

Q.1.3 Physical Context [20 Marks]	<ul style="list-style-type: none"> Image does not clearly depict physical context on which the discussion is based. Poor or absent definition of physical context. Physical context in image is described to a limited degree or absent. Discussion of the effect of physical context in the given image on communication is considerably lacking or absent. No answer given. 	<ul style="list-style-type: none"> Image does not clearly depict physical context on which the discussion is based. Poor definition of physical context provided. Physical context in image is described to a limited degree. Discussion of the effect of physical context in the given image on communication is limited. 	<ul style="list-style-type: none"> Image clearly depicts physical context on which the discussion is based. Mostly accurate definition of physical context provided. Physical context in image is described though a key element may be missing. Discussion of the effect of physical context in the given image on communication is accurate though a key element may be missing. 	<ul style="list-style-type: none"> Image clearly depicts a physical context on which the discussion is based. Accurate definition of physical context provided. Physical context in image is perceptively described. Perceptive discussion of the effect of physical context in the given image on communication.
	0 - 9 Marks	10 - 12 Marks	13 - 15 Marks	16 - 20 Marks

Marking Criteria	<i>Fail</i> (0% to 49%)	<i>Average</i> (50% to 64%)	<i>Above average</i> (65% to 74%)	<i>Excellent</i> (75% - 100%)
Q.2.1 Frame of Reference [10 Marks]	<ul style="list-style-type: none"> Incorrectly defines frame of reference. Example is not linked to communication and frame of reference. No answer given. 	<ul style="list-style-type: none"> Correctly defines frame of reference. Example is not linked clearly to communication errors and frame of reference. 	<ul style="list-style-type: none"> Correctly defines frame of reference. Example links communication errors and frame of reference. 	<ul style="list-style-type: none"> Correctly defines frame of reference in own words. Example clearly links communication errors and frame of reference.
	0 - 4 Marks	5 - 6 Marks	7 - 8 Marks	9 – 10 Marks
Q.2.2.1 Digital flyer, handout or poster design [10 Marks]	<ul style="list-style-type: none"> Digital flyer, handout or poster is not eye catching with images that are inappropriate for the audience and for the context. No use is made of elements such as arrows and boxes to communicate linked ideas and processes. Digital flyer, handout or poster has no 	<ul style="list-style-type: none"> Digital flyer, handout or poster is somewhat eye catching but images that are inappropriate for the audience and for the context. Some use is made of elements such as arrows and boxes to communicate linked ideas and processes 	<ul style="list-style-type: none"> Digital flyer, handout or poster is somewhat eye catching with images that are appropriate for the audience and for the context. Some use is made of elements such as arrows and boxes to communicate linked ideas and processes 	<ul style="list-style-type: none"> Digital flyer, handout or poster is eye catching with images that are appropriate for the audience and for the context. Use is made of elements such as arrows and boxes to communicate linked ideas and processes. Digital flyer, handout or poster has an

	<p>appropriate title to attract attention.</p> <ul style="list-style-type: none"> No answer given. 	<p>though many aspects are unclear</p> <ul style="list-style-type: none"> Digital flyer, handout or poster has a minimally appropriate title to attract attention. 	<p>though some aspects are unclear.</p> <ul style="list-style-type: none"> Digital flyer, handout or poster has an appropriate title to attract attention. 	<p>appropriate title to attract attention.</p>
	0 - 4 Marks	5 – 6 Marks	7 – 8 Marks	9 - 10 Marks
Q.2.2.1 Frame of Reference Values Attitudes Beliefs [10 Marks]	<ul style="list-style-type: none"> Elements are not accurately identified and described. Poor discussion Images do not support discussion and examples No answer given. 	<ul style="list-style-type: none"> At least one element influencing frame of reference identified and described accurately with two named but poorly described. Each element discussed with some examples, but key information is missing Images support discussion and showcase the elements to some degree. 	<ul style="list-style-type: none"> At least two elements influencing frame of reference identified and described accurately with one named but poorly described. Each element discussed with mostly logical examples that highlight the influence of the element on one's frame of reference though some key information may be missing. Images support discussion and showcase the elements. 	<ul style="list-style-type: none"> All three elements influencing frame of reference identified and described accurately Each element discussed with logical examples that highlight the influence of the element on one's frame of reference Images clearly support discussion and showcase the elements
	0 - 4 Marks	5 - 6 Marks	7 - 8 Marks	9 - 10 Marks

Q.2.2.1 Influence of Culture and Gender on Frame of Reference [15 Marks]	<ul style="list-style-type: none"> Gender and culture are not accurately discussed or discussed in an extremely limited way. Images do not support discussion and examples. No answer given. 	<ul style="list-style-type: none"> Gender and culture each discussed with logical examples that highlight the influence on one's frame of reference though many key aspects of the discussion are missing. Images do not clearly support discussion and showcase the elements. 	<ul style="list-style-type: none"> Gender and culture each discussed with examples that highlight the influence on one's frame of reference though some key aspects of discussion are missing. Images support discussion and showcase the elements. 	<ul style="list-style-type: none"> Gender and culture each discussed with logical examples that highlight the influence on one's frame of reference. Images clearly support discussion and showcase the elements.
	0 - 7 Marks	8 - 10 Marks	11 - 13 Marks	14 - 15 Marks