

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)*