NOVEMBER 2012 EXAMINATION

DATE: 6 NOVEMBER 2012

TIME: 14H00 – 16H00 TOTAL: 100 MARKS

DURATION: 2 HOURS PASS MARK: 40%

(VOC-1232)

INFORMATION LITERACY: MEDIA RESEARCH

THIS EXAMINATION PAPER CONSISTS OF 4 SECTIONS:

SECTION A: CONSISTS OF:
(i) 10 MULTIPLE-CHOICE QUESTIONS (10 MARKS)
(ii) 5 TRUE OR FALSE QUESTIONS (10 MARKS)
(iii) 10 MATCHING-STATEMENT QUESTIONS (10 MARKS)

ANSWER ALL THE QUESTIONS

SECTION B: CONSISTS OF 3 SHORT QUESTIONS

ANSWER ALL THE QUESTIONS (10 MARKS)

SECTION C: CONSISTS OF 4 LONG ANSWER QUESTIONS

ANSWER ALL THE QUESTIONS (40 MARKS)

SECTION D: CONSISTS OF 3 INTERPRETATIVE QUESTIONS

ANSWER ANY ONE OF THE QUESTIONS (20 MARKS)

INSTRUCTIONS:

1. Read the following instructions carefully before answering the paper, as failure to act upon them will result in a loss of marks.
2. Write your answers in your answer book, which is provided in the exam.
3. Ensure that your name and student number are clearly indicated on your answer book.
4. Write your answers in either blue or black ink in your answer book.
5. Read each question very carefully before you answer it and number your answers exactly as the questions are numbered.
6. Begin with the question for which you think you will get the best marks.
7. Note the mark allocations for each question – give enough facts to earn the marks allocated. Don't waste time by giving more information than required.
8. You are welcome to use diagrams to illustrate your answers.
9. Please write neatly – we cannot mark illegible handwriting.
10. Any student caught cheating will have his or her examination paper and notes confiscated. The College will take disciplinary measures to protect the integrity of these examinations.
11. If there is something wrong with or missing from your exam paper or your answer book, please inform your invigilator immediately. If you do not inform your invigilator about a problem, the College will not be able to rectify it afterwards, and your marks cannot be adjusted to allow for the problem.
12. This paper may be removed from the examination hall after the examination has taken place.

Examiner: M Wepener
INFORMATION LITERACY: MEDIA RESEARCH

SECTION A

(30 MARKS)

ANSWER ALL THE QUESTIONS

(i) MULTIPLE-CHOICE QUESTIONS

Choose the correct option for each of the following. Write only the question number and your chosen answer. For instance, if you think that the correct answer for number 1 is (a), then write it as 1. (a).

1. Freedom of expression does not include:
   (a) freedom of the press and other media.
   (b) freedom to receive or impart information or ideas.
   (c) freedom of artistic ideas.
   (d) freedom of anticipation.

2. SAARF is an acronym for:
   (a) The South African Advertising Research Foundation.
   (b) The South African Advertisement Research Foundation.
   (c) The South African Advertising Recreational Foundation
   (d) The South African Advertising Research Foundry.

3. Which of the following is not a way of cataloguing a source?
   (a) by the author's surname, or by the editor's surname
   (b) by the title of the book
   (c) by a specific colour
   (d) by a number that identifies the book, called the ISBN number

4. To précis means to:
   (a) summarise in the author's words.
   (b) summarise in your own words.
   (c) put into paragraphs.
   (d) put into sentences.

5. Which one of the following is not a sign that your eyes need attention?
   (a) You read late at night and eventually your eyes get tired.
   (b) You need to hold the book far away from your face.
   (c) You need to hold the book close to your face.
   (d) You get frequent headaches, especially when you read a lot.
6. Choose the incorrect ending for the following sentence: Ideally, if we read well, we should read:
   (a) with the help of a finger.
   (b) smoothly.
   (c) silently.
   (d) with the eyes taking in several words at a time.

7. Choose the correct ending for the following sentence: A good reader's eyes move through a text:
   (a) jumping from letter to letter.
   (b) jumping from phrase to phrase.
   (c) jumping from word to word.
   (d) in a continuous line.

8. To scan a text, means to:
   (a) read it very slowly.
   (b) read every word.
   (c) read it very quickly.
   (d) read all the information.

9. In the word 'discover', 'cover' is the:
   (a) suffix.
   (b) prefix.
   (c) verb.
   (d) root.

10. Words that sound the same, but are spelt differently and have different meanings are called:
     (a) homonemes.
     (b) homophones.
     (c) homophonics.
     (d) heteronemics.

(ii) TRUE OR FALSE QUESTIONS

Indicate whether the following statements are True or False. Motivate all your answers.

1. Microfilming is a special kind of photography that captures text onto a continuous positive.

2. The purpose of a filing system is to enable users to find information easily.

3. A good reader always reads each and every word slowly and carefully.

4. When reading, a good reader guesses what is going to come next.

5. Writing is an active process, but reading is a passive one.
(iii) MATCHING-STATEMENT QUESTIONS

Match the statements in Column B to the terms in Column A. Write down the answers only, for example 1. (a).

<table>
<thead>
<tr>
<th>Column A</th>
<th>Column B</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. assess</td>
<td>(a) to draw information together yourself in such a way that you understand its meaning</td>
</tr>
<tr>
<td>2. assimilate</td>
<td>(b) a plan of action</td>
</tr>
<tr>
<td>3. information literacy</td>
<td>(c) a group of letters with a definite function, which is placed after the root</td>
</tr>
<tr>
<td>4. gatekeepers</td>
<td>(d) refers to the real, concrete world</td>
</tr>
<tr>
<td>5. regression</td>
<td>(e) people who can control access to information</td>
</tr>
<tr>
<td>6. literal meaning</td>
<td>(f) going backwards</td>
</tr>
<tr>
<td>7. figurative meaning</td>
<td>(g) true in our imagination, but not really true</td>
</tr>
<tr>
<td>8. strategy</td>
<td>(h) a group of letters with a definite meaning that is placed in front of the root</td>
</tr>
<tr>
<td>9. prefix</td>
<td>(i) ability to acquire, assess, assimilate and apply information</td>
</tr>
<tr>
<td>10. suffix</td>
<td>(j) to work through information</td>
</tr>
</tbody>
</table>
SECTION B: SHORT QUESTIONS

(10 MARKS)

ANSWER ALL THE QUESTIONS

QUESTION 1
Identify two types of information you would be able to find in the National Archives.

QUESTION 2
Fill in the missing words:
The AMPS, conducted every _____ months, provides information related to the _____ of media as well as advertising.

QUESTION 3
(a) Explain what an archive means on the Internet or for private businesses.
(b) Explain how these archives differ from those that store government documents and information.
(c) i. Explain why newspapers are microfilmed.
    ii. Give two reasons why historical newspapers are important.
SECTION C: LONG ANSWER QUESTIONS (40 MARKS)

ANSWER ALL THE QUESTIONS

QUESTION 1

(a) Define plagiarism. (2)

(b) List four ways in which one can avoid plagiarism. (4 × 2 = 8) [10]

QUESTION 2

Give reasons for the following instructions:

(a) It is important to check with a person before you use a tape recorder. (3)

(b) You should finish an interview on time. (3)

(c) You should check back with a person you have interviewed after you have written your story. (3)

(d) It is important to know the rules of interviewing. (1) [10]

QUESTION 3

Identify the correct options in the following sentences. For your answer merely state the correct choice, e.g. (a) v.

(a) The _____ of wearing seatbelts can _____ the number of people injured in automobile accidents.
   i. affect / effect
   ii. effect / effect
   iii. effect / affect
   iv. affect / affect (2)

(b) Indicate which of the following is correct:
   i. An historic choice
   ii. A historic choice (2)

(c) The boss can _____ all the files _____ the ones we received today.
   i. except / except
   ii. accept / except
   iii. accept / accept
   iv. except / accept (2)
(d) Indicate which of the following is correct:

i. The party pledges not to raise taxes which would be harmful to the economy.

ii. The party pledges not to raise taxes that would be harmful to the economy.  

(2)

(e) I would _____ you to follow the _____ of your supervisor.

i. advice / advise

ii. advise / advise

iii. advise / advice

iv. advice / advice  

(2) [10]

QUESTION 4

The sentences below contain homophones. Choose the correct word to fit the sentence. In your answer, merely write down the correct word next to the question number.

(a) A heel / heal is a part of my foot.

(b) There is a huge whole / hole in the ground.

(c) The window pane / pain is broken.

(d) The root / route cause of the problem is that I do not know my work.

(e) A pencil is part of the stationary / stationery on my desk.

(f) Who's / whose responsible for this?

(g) This is your / you're pencil.

(h) The big, brown bear / bare attacked me at the zoo.

(i) I blew / blue my nose.

(j) I use the break / brake on my bicycle to stop. [10]

[40]
SECTION D: INTERPRETATIVE QUESTIONS (20 MARKS)

ANSWER ONE OF THE QUESTIONS

QUESTION 1

Prefixes normally change the meaning of a word or a root by adding another meaning to it.

Explain what each of the following prefixes means. Then write a sentence with a word containing the prefix to show your understanding.

(a) ante
(b) anti
(c) bi
(d) dis
(e) ex
(f) im
(g) inter
(h) mal
(i) mis
(j) mono

[10 x 2 = 20]

OR

QUESTION 2

Rectify the sentences below by inserting the correct punctuation marks. Write out each corrected sentence.

(a) You need to bring the following items to the picnic a basket a blanket an umbrella and a bottle of wine

(b) The lunch menu is as follows red or white meat salad or vegetables chocolate cake or trifle and tea or coffee

(c) The dogs leg is sore Shame Can someone assist help

(d) I said: You couldve told me whose dog it is so that I could take it to its owner or dont you know

[20]
QUESTION 3

(a) Read the following sentences and indicate whether they are fact or opinion. State only 'Fact' or 'Opinion' next to the question numbers.

i. Biology is the most difficult subject at school.
ii. All women are dumb.
iii. Paris is the capital of France.
iv. Men are better drivers than women.
v. Science is a subject that can be studied at university.
vi. Damelin is the best distance education college.
vii. Damelin is a distance education college.
viii. A dog is a man's best friend.
ix. They live in a cute little flat, just big enough for the two of them.
x. They live in a very small house.

(b) In table form list five characteristics of fact and five characteristics of opinion.

Section A: 30 marks
Section B: 10 marks
Section C: 40 marks
Section D: 20 marks
TOTAL: 100 MARKS