



## JUNE 2013 EXAMINATION

DATE: 4 JUNE 2013

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:**

|                          |                                               |            |
|--------------------------|-----------------------------------------------|------------|
| <b><u>SECTION A:</u></b> | <b>CONSISTS OF:</b>                           |            |
|                          | (i) 10 MULTIPLE-CHOICE QUESTIONS              | (10 MARKS) |
|                          | (ii) 5 TRUE OR FALSE QUESTIONS                | (10 MARKS) |
|                          | (iii) 10 MATCHING-STATEMENT QUESTIONS         | (10 MARKS) |
|                          | ANSWER <u>ALL</u> THE QUESTIONS               |            |
| <b><u>SECTION B:</u></b> | <b>CONSISTS OF 4 SHORT QUESTIONS</b>          |            |
|                          | ANSWER <u>ALL</u> THE QUESTIONS               | (15 MARKS) |
| <b><u>SECTION C:</u></b> | <b>CONSISTS OF 4 LONG ANSWER QUESTIONS</b>    |            |
|                          | ANSWER <u>ALL</u> THE QUESTIONS               | (35 MARKS) |
| <b><u>SECTION D:</u></b> | <b>CONSISTS OF 2 INTERPRETATIVE QUESTIONS</b> |            |
|                          | ANSWER <u>ONE</u> 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.

**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. In the sentence, 'The baby was born', the word *was* is a:
  - (a) verb.
  - (b) noun.
  - (c) adjective.
  - (d) adverb.
2. To avoid eye strain you need to:
  - (a) lie on your bed on your back when reading.
  - (b) have one very bright light shining on your book.
  - (c) consult the clinic regularly.
  - (d) have general lighting as well as a desk lamp.
3. The idiom 'to have an axe to grind' means:
  - (a) to have an ulterior motive.
  - (b) to work hard.
  - (c) to have a private reason for doing something.
  - (d) to rely on someone else.
4. Which of the following is correct?
  - (a) Writing is active but reading is passive.
  - (b) Writing and reading are active.
  - (c) Writing is passive but reading is active.
  - (d) Writing and reading are passive.
5. Which of the following do you not need to read when skimming?
  - (a) contents page
  - (b) graphs, pictures and diagrams
  - (c) first paragraph
  - (d) chapter headings
6. The word *secondary* in education means:
  - (a) high school.
  - (b) primary school.
  - (c) university.
  - (d) pre-primary school.

7. The Right to Freedom of Expression excludes the:
  - (a) freedom to receive and impart ideas.
  - (b) freedom to communicate whatever is on your mind.
  - (c) freedom of artistic creativity.
  - (d) freedom of the press and other media.
  
8. Which one of the following is not a characteristic of *likert* questions?
  - (a) They are always in what is known as a scale.
  - (b) The number of answers per section can be added when the total number of questions has been completed.
  - (c) There is a wide variation in amounts.
  - (d) They always begin with 'why'.
  
9. Words that sound the same but are spelt differently are called:
  - (a) monophones.
  - (b) homophones.
  - (c) homonyms.
  - (d) acronyms.
  
10. SARAD written out in full is:
  - (a) South African Research and Distribution.
  - (b) South African Rates and Data.
  - (c) South African Radio and Digital.
  - (d) South African Resource and Data.

[10]

**(ii) TRUE OR FALSE QUESTIONS**

Indicate whether the following statements are true or false. Motivate all your answers.

1. The headword is the last word in a dictionary entry.
2. A new word form formed from the first letter of each word in a group of words is called an abbreviation.
3. It is impossible to argue about an opinion.
4. While reading, a good reader guesses what is going to come next.
5. Using quotation marks to credit either a direct or indirect quote of what a person said is a good way to avoid plagiarism.

[5 × 2 = 10]

**(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).

| Column A                | Column B                                                                                                           |
|-------------------------|--------------------------------------------------------------------------------------------------------------------|
| 1. information literacy | (a) a book written by a person about himself or herself                                                            |
| 2. archives             | (b) people who can control access to information                                                                   |
| 3. autobiography        | (c) a basic word from which other words are formed and developed                                                   |
| 4. <i>precis</i>        | (d) interpretation referring to the real, concrete world                                                           |
| 5. gatekeeper           | (e) the origin of a word                                                                                           |
| 6. root                 | (f) the ability a person has to find, extract, process, understand and use information effectively and efficiently |
| 7. literal meaning      | (g) first level                                                                                                    |
| 8. etymology            | (h) to summarise in your own words what a paragraph or article says                                                |
| 9. pictogram            | (i) a storage area where documents and information are preserved                                                   |
| 10. primary             | (j) a type of bar graph                                                                                            |

[10]

[30]

**SECTION B: SHORT QUESTIONS**

**(15 MARKS)**

**ANSWER ALL THE QUESTIONS**

**QUESTION 1**

Give one reason why it is necessary for media people to be information literate. [2]  
Briefly explain your answer.

**QUESTION 2**

Define the following:

- (a) microfilm (2)  
(b) hard copy (2) [4]

**QUESTION 3**

From the list below choose the correct word starting *vis-* for each blank space in the questions (a) to (e). Write only the question letter and the answer, for example, if you think the correct answer for (a) is (i) then write (a) i.

- i. visible
- ii. visionary
- iii. vision
- iv. visibility
- v. visor

- (a) The pilot could not land his plane because the low cloud made \_\_\_\_\_ very poor.  
(b) My \_\_\_\_\_ is not very good. I have to wear spectacles.  
(c) The \_\_\_\_\_ is able to tell what will happen in the future.  
(d) The motorcyclist looked through the \_\_\_\_\_ of his helmet.  
(e) The snow on the far mountains is only just \_\_\_\_\_ from here. [5]

**QUESTION 4**

Give the literal meanings of the following figurative statements:

- (a) I worked my fingers to the bone. (2)  
(b) I bumped into my friend yesterday. (2) [4]

**[15]**

**SECTION C: LONG ANSWER QUESTIONS**

**(35 MARKS)**

**ANSWER ALL THE QUESTIONS**

**QUESTION 1**

One of the important technical research reports produced by SAARF is called AMPS.

- (a) What does the acronym AMPS stand for? (2)
- (b) How often are AMPS conducted? (2)
- (c) Give two examples of information that can be found using AMPS. (4)
- (d) Explain why an advertiser would be interested in AMPS. (3) [11]

**QUESTION 2**

- (a) Define a 'closed' question. (2)
- (b) Give an example of a closed question. (2)
- (c) Briefly explain the value of a closed question. (2) [6]

**QUESTION 3**

- (a) Define the following:
  - i. prefix (2)
  - ii. suffix (2)
- (b) Consider the following words and identify the prefix in each:
  - i. mistake (1)
  - ii. hypermarket (1)
  - iii. contradict (1)
- (c) Consider the following words and identify the suffix in each:
  - i. kingdom (1)
  - ii. supremacy (1)
  - iii. friendship (1) [10]

**QUESTION 4**

Give four ways that you can avoid plagiarism. [4 × 2 = 8]

**[35]**

**SECTION D: INTERPRETATIVE QUESTIONS**

**(20 MARKS)**

**ANSWER ONE OF THE QUESTIONS**

**QUESTION 1**

Libraries are full of resources that help us become information literate. Discuss the characteristics of tertiary libraries, public libraries and legal deposit libraries.

Ensure that you cover the following:

- an example of each
- what materials are contained in each
- who is most likely to use each of these libraries (membership)
- any unique rules that apply to each

[20]

**OR**

**QUESTION 2**

- (a) i. Explain what a map is. (1)
- ii. Describe how you would go about getting information from a map. (4)
- (b) i. Define a line graph. (1)
- ii. List four methods of reading data from a line graph. (4)
- (c) Give five differences between a fact and an opinion. (5 × 2 = 10) [20]

**[20]**

**Section A: 30 marks**

**Section B: 15 marks**

**Section C: 35 marks**

**Section D: 20 marks**

**TOTAL: 100 MARKS**