

NAMIBIA UNIVERSITY

OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF COMMUNICATION AND LANGUAGES

QUALIFICATION: ALL			
QUALIFICATION CODE: VARIOUS	MODE: FM/ PM ONLY		
COURSE CODE: PLU411S	COURSE NAME: PRINCIPLES OF LANGUAGE USE		
SESSION: JUNE 2024	PAPER: 1		
DURATION: 3 HOURS	MARKS: 100		

1 ST OPPORTUNITY EXAMINATION QUESTION PAPER				
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	INSTRUCTIONS
1.	Answer ALL the questions and start each question on a new page.
2.	Read all questions carefully before answering.
3.	Number answers according to the numbering structure provided in the question
	paper.

THIS QUESTION PAPER CONSISTS OF 10 PAGES (Including this front page)

[30 marks]

SECTION A: READING COMPREHENSION

Read the following passage and answer the questions below, using information from the passage.

Overcoming social challenges in the workplace



- 1. A social challenge is a growing concern today. Social challenges are common problems in present-day society and one that many people strive to solve. Social challenges are those conditions or behaviours that have negative consequences at the personal and work level. When it comes to employee health and well-being, we often overlook a critical factor that deserves more attention: behavioural health. A typical workplace focuses on connection and communication. The employee's behavioural health can have a significant impact on their success.
- 2. Social challenges are also related to an individual's behavioural health. Behavioural health is the connection between behaviours and the health and well-being of the body, mind, and spirit. This includes how behaviours like eating habits, drinking, or exercising impact an individual's physical or mental health. Today's workforce needs to be agile and receptive to change; those who resist changing hold back the company's progress. The right attitude is crucial to a harmonious workplace that you want to address and snuff out inappropriate behaviours right away. The modern workplace poses a wide variety of issues. According to WHO, the determinants of individual health include the social and economic environment, the physical environment and the person's characteristics and behaviours.
- 3. Social challenges in the workplace can affect the behavioural health and success of employees. Sometimes they affect the income distribution of an employee, social cohesion, social capital, and collective **efficacy** in the workplace. Interpersonal conflict is one of such challenges. It is a conflict between two or more people in any setting; it may be at work or among friends. Unresolved disputes between peers may develop into hostility over time if left unaddressed. In the workplace, interpersonal conflicts are problematic. But because conflict is inevitable, it is important to deal with it adequately. There are a few reasons to avoid interpersonal conflict at work, such as the fact that communication becomes more streamlined and meaningful among team members, work performance is improved, thus making employees feel secure about their roles and responsibilities, and employees grow as they identify ways to deal with people and solve problems.

- 4. There are a few measures through which social challenges in a workplace can be avoided. The first step for leaders should be to dispel the **stigmas** around behavioural health issues and create a supportive work culture. Everyone wants a vibrant, caring culture, and that is the trick to getting one. Empower peers to form the culture they want to be a part of, with their well-being and happiness at the heart of it.
- 5. Negativity in the workplace is the most critical thing. A toxic mentality in the workplace will reduce morale and generate stressful situations and should thus be avoided. It is true of the fact that negativity often stems from frustration. The more frustrations in the workplace, the more likely the employees are to become negative.
- 6. Navigating different communication styles and the prioritisation of communication in the office is also essential. Lack of effective communication hinders efficiency and can also impact the trust amongst each other and management. Communication covers an array of office obstacles. The different communication styles and the prioritisation of communication in the office are a challenge to many employees. It can hinder a team's efficiency and impact employees' trust level amongst each other and with management. After all, communication is one of the most powerful tools.
- 7. Furthermore, increasing team psychological safety is like improving the quality of the relationship with the teammates. It has a significant impact on the bottom line, performance, engagement, and innovation. If your remote team has not been innovating lately or has reduced collaboration and interaction during virtual meetings, a psychological safety issue arises. Hence, companies need to start thinking about developing a culture based on employees' strengths rather than weaknesses.
- 8. Finally, one-on-one coaching sessions for all employees, continuous feedback, gratitude sharing sessions, and opting for the right communication tools and wellness-related challenges will help increase psychological safety. It is important to keep the employees engaged and motivated. Engaged employees are those who are most involved, excited, and committed to their jobs. A higher level of engagement among staff impacts a business' innovation, productivity, and profitability, making this a priority for most leaders. The lack of engagement in work results in lower performance and higher turnover. In their publication in the book "Helping People Change", Richard Boyatzis, Melvin Smith, and Ellen Van Oosten centres upon strengths that trigger hormones that stimulate people to be more creative, positive, and engaged, enabling them to grow and change.
- 9. 2025 will need companies of all sizes and industries to continue developing agile and inclusive cultures by channelling their employee's strengths. There is the need to introduce for the employees a positive platform to overcome social challenges. Thus, well-being is



11. Match each of the following words with its correct definition or explanation by choosing the letter of the correct answer, e.g. 11.1 **B**. (4)

11.1	workforce	A.	A set of negative and usually unfair beliefs that a group of people have
11.2	resist	В.	Ability to move quickly and easily
11.3	efficacy	C.	A place where work is done
11.4	stigmas	D.	To withstand an action or to exert force in opposition
		E.	The ability to produce a desired or intended result
		F.	A group of people engaged in work, especially in a particular place or firm

SECTION B: GRAMMAR

[30 marks]

Read the essay below and answer all the questions that follow.

TikTok is owned by a Chinese company but does not exist in China

- 1. TikTok is fighting to stay alive in the United States as pressure builds in Washington to ban the app if its Chinese owners do not sell the company. But the wildly popular platform, developed with homegrown Chinese technology, is not accessible in China. In fact, it has never existed there. Instead, there is a different version of TikTok, a sister app called Douyin. Both apps are owned by Beijing-based parent company ByteDance, but Douyin launched before TikTok and became a viral sensation in China. Its powerful algorithm became the foundation for TikTok and is key to its global success. There is a lot to know about Douyin, ByteDance and TikTok, the platforms which are similar on the surface, while playing with starkly different rules.
- 2. Douyin has a whopping 600 million users a day. Like TikTok, it's a short-form video app Launched in 2016. Douyin was the major money spinner for ByteDance years before TikTok, raking in revenue through in-app tipping and livestreaming. On the other hand, ByteDance was founded by Zhang Yiming, a former Microsoft employee, and first became known for its news app Jinri Toutiao or "Today's Headlines," which debuted in 2012 soon after the company was founded. Shannon Stapleton/Reuters Toutiao created customized news feeds for each user. People quickly got hooked, with users averaging more than 70 minutes a day on the platform. ByteDance applied a similar formula to Douyin. Then in 2017, the privately-owned tech company bought a US-based video start-up and released TikTok as the overseas version of Douyin. It also bought popular lip-syncing app musically, it moved those users onto TikTok in 2018. The app's popularity has since gone global. In 2021, TikTok reached more than 1 billion monthly active users around the world.
- 3. The TikTok and Douyin interfaces look similar, but when users turn on their cameras, one difference becomes clear. Douyin has an automatic beauty filter, which smooths out skin and often changes the shape of a person's face. Douyin applies an automatic beauty filter.

Women in China have long faced huge pressure to conform to beauty standards that emphasize a slim figure, large eyes, dewy skin and high cheekbones. <u>Cellphone cameras have become very popular and have made digital cameras a thing of the past</u>. There is surging demand for plastic surgery. Between 2014 and 2017, the number of people getting plastic surgery in China more than doubled. Meanwhile, beauty apps compete to create filters that show users more beautiful versions of themselves. While TikTok also has beauty filters, users can select them when filming. They do not launch automatically.

- 4. Another major difference between TikTok and Douyin is China's massive online shopping market. Livestreaming sales of products is a multibillion-dollar industry in mainland China, and was given a major boost during the pandemic. As of June, last year, there were more than 460 million livestreaming e-commerce users in mainland China, according to the Academy of China Council for the Promotion of International Trade, a body affiliated with Beijing's commerce ministry. 1. Douyin is a major platform for live streamers, along with Taobao, Alibaba's (BABA) eBay-like online marketplace. In-app shopping is made easy: Products and discounts are displayed on-screen during livestreams, with purchases just a swipe or a click away.
- 5. 2. China has one of the world's strictest censorship regimes, and Douyin must follow the rules. Internet watchdogs crack down regularly on online dissent and block politically sensitive information. When CNN searched "Tiananmen 1989" in Douyin, nothing came up. The Tiananmen massacre, in which Chinese troops cracked down brutally on pro-democracy protesters in Beijing, has been wiped from China's history books. Any discussion of the event is strictly censored and controlled. When CNN searched the same phrase in TikTok, it yielded many results including videos of users talking about what happened and a brief Wikipedia blurb summarizing the event. "It's so interesting to see this contradiction in this one company [ByteDance] with these two faces," said Duncan Clark, chairman and founder of investment advisory BDA China.
- 6. Another key difference is that Douyin takes a much stricter line on younger users. Users under 14 can access only child-safe content and use the app for just 40 minutes a day. They can't use the app from 10 p.m. to 6 a.m. For years, China has tried to curb video game addiction and other unhealthy online habits. It announced a curfew for online gaming for minors in 2019 before outright banning online gaming during weekdays for minors. 3. Even on most weekends, users under 18 are only allowed to play for three hours. "There's been very much a laissez-faire attitude in the US towards content, even content targeting teenagers and vulnerable people," said Clark. "The Chinese government has been much more leaning into regulation at early stages in the growth of Douyin, particularly protecting younger people." TikTok took some similar steps earlier this month, announcing that every user under 18 will soon have their accounts default to a one-hour daily screen time limit, though teenage users will be able to turn off this new default setting.
- 7. TikTok is not the only Chinese-owned platform finding viral success in the United States. 4. Of the top 10 most popular free apps on Apple's (AAPL)US app store, four were developed with Chinese technology their algorithms were entirely Chinese. Besides TikTok, there's also shopping app Temu, fast fashion retailer Shein and video editing app CapCut, which is also owned by ByteDance. TikTok remains hugely popular in the United States. It has more than 150 million monthly users, almost half of the country's population. It remains to be seen whether TikTok can convince US lawmakers that it poses no threat, but the showdown in Washington has highlighted larger questions about security and data privacy that could see other apps come under fire.

8. In conclusion, China may prefer TikTok to be banned than fall into US hands. These apps could be next, said Clark. He said the US needs a "more sophisticated framework for regulating the big tech companies," given the number of US investors and users on foreign platforms. "They need to also think about how high they are going to raise the bar for Chinese investment in the US, and the consequences of completely excluding four of the top ten apps," said Clark. "What's going to replace them? And how is that going to play out? And how is that equitable to the investors in those apps versus US players?" he added. "It is a mess." Adapted from: https://edition.cnn.com

1. Identify the part of speech of each bolded word in paragraph 1.

thing of the past

1.1 fighting	
1.2 Tik-Tok	
1.3 in	
1.4 while	
1.5 starkly	
2. Use a sentence of your own in which you have used all the 3 articles that we have in Er <u>UNDERLINE</u> all the 3 articles that you have used to show that you actually understand. Each must only be used once.	_
3. What verb tense is the sentence below?	(1)
Sentence: Instead, there is a different version of TikTok, a sister app called Douyin.	
4. Write the sentence in question 3 above in the following tenses:	
4.1 Present perfect simple	(2)
4.2 Past perfect continuous	(2)
4.3 Future perfect continuous	(2)
5. Write the sentence written in bold in paragraph 2 in the following forms.	
Sentence: Douyin was the major money spinner for ByteDance years before TikTok, rak	ng in
revenue through in-app tipping and livestreaming.	
5.1 Question form	(2)
5.2 Negative form	(2)
6. Subject verb agreement	
6.1 First, identify and write (in your answer book) the subject and the verb in the follosentence.	owing (2)
6.2 Then, indicate whether the subject and the verb agree or disagree.	(1)
Sentence: Cellphone cameras have become very popular and have made digital cam	eras a

(5)

- 7. You were taught 4 different types of sentence structure. Write down the type of sentence structure of underlined sentences numbered 1-4 in the passage above, e.g. simple sentence, compound sentence, etc. (DO NOT copy the sentence itself)
- 7.1 Douyin is a major platform for live streamers, along with Taobao, Alibaba's (BABA) eBay like online marketplace.(2)
- 7.2 China has one of the world's strictest censorship regimes, and Douyin must follow the rules. (2)
- 7.3 Even on most weekends, users under 18 are only allowed to play for three hours. (2)
- 7.4 Of the top 10 most popular free apps on Apple's (AAPL)US app store, four were developed with Chinese technology and their algorithms were entirely Chinese. (2)

SECTION C: PARAGRAPH AND ESSAY ANALYSIS

[30marks]

The wonders of the world

Carefully read the passage below and answer all the questions that follow.

- 1. The wonders of the world are magnificent structures that inspire a sense of wonder. The wonders of the classical world astonished those that have the opportunity to have seen them in history. The New Wonders Foundation in Switzerland did receive over 200 entries from all over the world, and twenty-one contestants were chosen. In Lisbon, Portugal, the complete list of the modern wonders was declared in 2007. The Taj Mahal of India, China's Great Wall, Brazil's Christ the Redeemer statue, Italy's Colosseum are some of the latest modern wonders of the world.
- 2. First, the Taj Mahal is considered the finest example of Mughal architecture-a style that combines elements of Persian, Turkish, Indian and Islamic architectural styles. While the white marble mausoleum is the most familiar part of the monument, the Taj is, in fact, an integrated complex of structures. Already a UNESCO World Heritage site. The Taj is cited as "the jewel of Muslim art in India". It is also one of the universally admired masterpieces of the world heritage estimates about the cost of construction of the Taj Mahal varies due to difficulties in estimating construction cost across time. The most recent threat to the Taj, however, is from environmental pollution- precisely from the smoke that comes out of nearby factories. The Taj is a symbol of love and has stood for centuries as an embodiment of this most beautiful human emotion.
- 3. Secondly, the Great Wall of China is the largest building construction project ever created. The Great Wall of China was built over 2200 years ago by the first emperor of the country, Qin Shi Huandi during the Qin dynasty in 220 BC. In Chinese the wall is called Wan Li Qang- Qeng which means 10,000 Li Long Wall. It was built to link existing fortifications into a united defense system and keeps the invading Mongol tribes out of China. It is said that it is the only man-made structure

that would be visible from the moon. This inspired President Trump to build a wall between USA and Mexico. It stretches across the mountains of northern China, winding north and northwest of Beijing. It is constructed of masonry rocks and packed earth. It is about 5,000 km long, with thickness ranging from 4.5 to 9 metres, and height up to 7.5 metres. During the Ming Dynasty, the

wall was enlarged to 6,400 km.

4. Thirdly, the Christ Redeemer is Art Deco-style statue of Jesus, which was inaugurated in 1931.

It stands 38 metres (125 feet) tall, atop the Corcovado Mountain overlooking the Brazilian capital

of Rio de Joneiro. In addition, potent symbol of Christianity, the statue has become an icon of the

city and a symbol of the great warmth of the Brazilian people. It was designed by the country's

renowned designer Heitor da Silva Costa. Furthermore, the statue took five years to build it is

made of reinforced concrete, with the outer layers made from soapstone. Also, it was made like that because it is easy to work with and resistant to extreme weather. Created by French sculptor

Paul Landowski, Christ Redeemer is one of world's best-known monuments which have now

become part of history by being included in the Wonders of the World.

5. The Colosseum (the Flavian Amphitheatre) is one of the most famous buildings of Rome and

enduring monuments to the culture of the ancient Romans<u>. The construction was initiated by the</u>

Emperor Vespasian around 72 AD, it was built near the site of Nero's Domus Aurea 'Golden

House'. This is significant because Nero's successor Vespasian wanted to erase the memory of

Nero's extravagant reign from the minds of the Romans. It got its popular name, the colosseum

because of Nero's Colossus (120 ft high) statue of himself. The huge theatre was originally built

encompassing four floors. The first three had arched entrances while the fourth floor utilized

rectangular doorways and had a total spectator capacity of about 50,000.

6. In conclusion, these new wonders of the world are the most popular sites in the world. Millions

of tourists go to see them every year. These wonders of the world are incredible, as discussed

above in the article. It will be a lifetime experience event to visit all of the world's wonders. So

many tourists used to visit these places. The common one thing is that all the places are so

beautiful. They comprise ancient monuments regarded as the greatest human inventions.

Visiting these wanders gives a lifetime experience, everyone.

Adapted from: https://www.shareyouressays.com/essays

1. Identify and write the thesis statement of the essay.

(2)

2. Identify and write the topic sentence for paragraph 3.

(2)

9

	2.1 Write the topic of the topic sentence you identified in Question 2.	(2)
	2.2 Write the controlling idea of the topic sentence you identified in Question 2.	(2)
3	Identify, name, and write down the sentence error hidden in paragraph 2. 3.1 Write the sentence identified in question 3 correctly.	(4) (2)
4	Identify and write the run-on sentence hidden in paragraph 4.	(2)
	4.1 Write the sentence you identified in Question 4 correctly.	(2)
5	What is the function of the underlined sentence in paragraph 5 serving?	(2)
6	Identify, name, and write down the sentence error hidden in paragraph 5.	(4)
	6.1 Correct the error you identified in Question 6.	(2
7	Identify and write a statement that is irrelevant in paragraph 3.	(2)
8	Identify and write any two transitional words / phrases used in paragraph 4.	(2)

SECTION D: Paragraph Writing

[10 marks]

Choose any one of the prompts hereunder and write a body paragraph of about 100-150 words. Pay attention to structure, coherence, punctuation, and language. Begin the paragraph with a clear and suitable topic sentence.

- 1. How attitudes shape success in life, \underline{OR} How attitudes shape failure in life. CHOOSE only \underline{one} of these two topics.
- 2. An innovative idea to breaking the cycle of poverty in families
- 3. Share any memorable travel experience you have had.
- 4. Lobola is no more relevant. What are your views?
- 5. Narrate an experience in which you received or witnessed an act of kindness that left a lasting impression on you.
- 6. Exploring the benefits of online learning <u>OR</u> exploring the drawbacks of online learning

END OF QUESTION PAPER