

Strathmore
UNIVERSITY

SCHOOL OF COMPUTING AND ENGINEERING SCIENCES

ICS AUGUST- NOVEMBER 2022 SEMESTER

COMMUNICATION SKILLS 2- HED 1202

CAT 3 EXAM MARKING GUIDE

Date: 2nd November 2022

Venue: MSB 2

12:15pm -1:15pm

Instructions

- Answer all questions in this paper in the separate answer booklet provided.
- Each question should be numbered accordingly and answered on a fresh page.
- Read each instruction very carefully.

Read the text below and answer the questions that follow.

Problems associated with working too hard.

Have you ever felt like you couldn't take time off work because nobody could do your job while you're away? Do you drop your personal plans to work late nights and weekends, and feel guilty simply leaving the office on time?

If any of the above sounds familiar, then you may be one of the growing number of so-called 'work martyrs' who are drastically changing company culture and leading to a rise in cases of stress and burnout.

Biri Patel is the first person to admit he's been suffering from mild burnout by sacrificing all of his free time for his career.

The 25-year-old data scientist says his problems began two years ago when, keen to impress at his new job, he set the bar too high. 'I was working 12 hours a day at 200 per cent.'

At first, the positive recognition he received was addictive, but the recent university graduate soon realised that taking on such huge amounts of work was unsustainable.

'Over time, your company expects you to work at that initial level because that's what you've done before, and you expect yourself to be at that level because that's what you've been putting in,' he says. 'But working that hard all the time just isn't feasible.'

Patel found himself becoming less productive and less efficient the more hours he put in. He says it took an emotional toll too, 'because you expect yourself to be at a higher level and achieving more.'

Patel is not alone in this predicament. According to a new study, 81 per cent of salaried employees work outside of their standard work hours, with 29 per cent doing it three or more days per week. Another study found that under 30s, in particular, are much more likely to become work martyrs than their older peers.

Experts caution that more time in the office doesn't equate to a better worker, and that bosses need to set clear goals to prevent much bigger problems on the horizon. They warn that the repercussions of a stressed-out workforce will become more pronounced as younger workers move into management roles and expect the same level of performance from their subordinates.

Studies link overworking with numerous stress-related health problems, including depression and impaired sleep. Working hard can result in a sense of accomplishment but also unhealthy levels of anxiety. In an office culture where technology is everywhere, boundaries are unclear with many feeling chained to their devices, and home becoming an extension of the office. There's little guidance in the workplace about what's appropriate with technology, so it gives us this feeling that we need to be reachable at all times, that we should always be available to work, or risk someone else taking advantage of our absence. This fuels a kind of hyper-intense desire to prove ourselves.

Questions

1. Basing on **words, phrases and statements** as **illustrations** from the text above, explain how the writer has used the following to pass the main message across:
- a) Thesis statement (3 marks)
 - b) The introductory paragraph (2 marks)
 - c) The various key word choices (2 marks)
 - d) The concluding paragraph (2 marks)

EXPECT

a) Thesis Statement

The 2nd paragraph is the Thesis statement

"If any of the above sounds familiar, leading to a rise in cases of stress and burnout."

The writer makes a general statement that captures the main message in the title by stating that there is a growing number of work martyrs and a rise in cases of burnout as main pillars associated with working too hard. The paragraphs that follow give an account of the statement.

2 marks for accuracy of choice and 1 mark for explanation total 3 marks.

b) The introductory paragraph

The first paragraph is the introductory paragraph.

"Have you ever felt like you couldn't take time off workfeel guilty simply leaving the office on time?"

The writer uses 2 rhetorical questions to prepare the reader for scenarios of the detriments of working too hard. The rhetorical questions also trigger thoughts in the reader's mind about the main topic.

1 mark for correct choice and 1 mark for explanation.

c) Various key words and phrases

Expect key words and phrases that have been used by the writer to enhance main the message.

Most have been highlighted. The words and phrases may include:

Work martyr: One who sacrifices everything for the sake of work- especially employment related work. The phrase "Work martyr" directly points at literally losing life or being willing to lose life for "love" of work.

1 mark for correct choice and 1 mark for explanation

d) The concluding paragraph

The last paragraph is the conclusion.

The writer revisits various health problems triggered by overworking or working too hard.

Studies link overworking with numerous stress-related health problems, including depression and impaired sleep.....This fuels a kind of hyper-intense desire to prove ourselves.

1 mark for correct choice and 1 mark for explanation

2. (i) List the **6 Perspectives on Ethics in Persuasion** advanced by **Charles U. Larson** (3 marks)

EXPECT the 6 Perspectives on Ethics in Persuasion ½ mark each. Wrong Spelling 0.

1. Religious perspectives.
2. Perspectives of human nature.
3. Political perspectives.
4. Situational perspectives.
5. Legal perspectives.
6. Dialogical perspectives.

(ii) Out of the **6 Perspectives above**, choose **3** you prefer most and explain how each can be used to convince you make a life- changing decision. (6 marks)

EXPECT student's own 3 choices and explanation on how to apply each perspective persuasively using a `real life- changing context.




2 marks each for exhaustive explanation of Perspective and clear relevant real- life context.

No real-life context mark 1 mark.

Example using Religious Perspectives.

Religious Perspectives as advanced by Larson as one that can be used to gauge the ethicality of Persuasive communication hinges on various religious and spiritual norms, practices and beliefs. All religions have commandments that are considered divine and followed strictly. As a Christian, the Bible verse that states that "God loves a cheerful giver and will bless them abundantly" is one that resonates with me to the extent that it can inspire me to start a Foundation to help orphans, widows and widowers in my local community.

3. Identify and explain the main Persuasive Advertising technique used in the following Adverts.

No.	Advert	Expected response
(i)		Pathos or Name Calling are the main Advertising techniques in this advert. Pathos: The photo of the obese child is moving emotionally since obesity is a risk to good health and wellbeing of the child- a threat that can cause death. The children are depicted as helpless since they cannot decide on their own what to feed on. (3 marks) OR Name Calling: Meat has been singled out as a danger and a health risk that directly causes obesity. The fact that it has been colour- coded RED , colour of danger, emphasises this. This is meant to give meat a bad name and negatively affect meat sales and consumption while elevating Vegetarianism. (3 marks)
(ii)		Ethos: The main persuasive technique is Ethos. The presence of a dentist recommending the toothpaste while wearing his official professional attire enhances credibility and authority. (2 marks)
(iii)		Logos: This advert mainly uses Logos since it appeals to the sense of reasoning of those hooked to Facebook in particular and other social media platforms by extension. It is a fact that social media can be put aside and attended to later while using the road as a pedestrian. It is logical to have undivided attention while walking across the road. (2 marks)