



**PAMIBIA UNIVERSITY**  
**OF SCIENCE AND TECHNOLOGY**  
Faculty Name: Human Sciences

Department Name: Communication

<b>QUALIFICATION: BACHELOR OF COMMUNICATION</b>	
<b>QUALIFICATION CODE: 07BACO</b>	<b>LEVEL: 6</b>
<b>COURSE: PUBLIC SPEAKING AND ARGUMENTATION</b>	<b>COURSE CODE: PSA 621S</b>
<b>SESSION: JANUARY 2019</b>	<b>PAPER: THEORY</b>
<b>DURATION: 3 HOURS</b>	<b>MARKS: 75</b>

<b>SECOND OPPORTUNITY/SUPPLEMENTARY EXAMINATION QUESTION PAPER</b>	
<b>EXAMINERS</b>	<b>DR. C. PEEL AND MR. C. MATENGU</b>
<b>MODERATOR</b>	<b>MR. M. MHENE</b>

**THIS EXAMINATION QUESTION PAPER CONSISTS OF 3 PAGES**  
(Including this front page)

**INSTRUCTIONS**

1. Answer **Three (3)** Questions only.
2. Write clearly and neatly.
3. Number the answers clearly.

**PERMISSIBLE MATERIALS**

1. Examination paper.
2. Examination script.

**Question 1****25 marks**

You are invited as the guest speaker at an event where, according to your investigations, 93% of the audience will be of a different race, income group, and gender to you. Give an account of how you would design and deliver the speech in a manner that avoids stereotyping and scapegoating.

**Content****20 marks****Good introduction****3 marks****Grammar and spelling****2 marks****Question 2****25 marks**

As you were navigating through this course, you have had a public speaker whom you have admired as your role model. Explain 10 attributes that made you admire him/her, and indicate two areas in which you think he/she needs to improve upon.

A good introduction

**(3 marks)**

Good grammar and spelling

**(2 marks)****Question 3****25 marks**

Make an evaluation of five aspects of the audience-centred model that you would consider in order to deliver an effective speech. Give relevant examples to support your answer.

**Question 4****25 marks**

Examine the role of argumentation in speech delivery. Your answer should have well explained examples of two types of arguments and three fallacies that may be used by a speaker.

**Question 5**

**25 marks**

Give an evaluation of how knowledge and skills in public speaking and argumentation are applied in examples that you are familiar with, from the following four spheres:

Politicians addressing party rallies; (5 marks)

Students canvassing for election into the university student government; (5 marks)

Preachers in the church you are familiar with; (5 marks)

Groomsmen/Bestmen giving speeches at weddings in contexts you are familiar with  
(5 marks)

**End of Exam.**

**Total: 75 marks**