



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF HUMAN SCIENCES

DEPARTMENT OF COMMUNICATION

QUALIFICATION: BACHELOR OF COMMUNICATION	
QUALIFICATION CODE: 07BACO	LEVEL: 6
COURSE CODE: PSA 621S	COURSE: PUBLIC SPEAKING AND ARGUMENTATION
SESSION: JANUARY, 2020	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 75

SECOND OPPORTUNITY/SUPPLEMENTARY EXAMINATION QUESTION PAPER	
EXAMINER(S)	DR C PEEL, MR C. MATENGU
MODERATOR	DR. P. SANTOS

INSTRUCTIONS	
1. Answer THREE (3) questions. 2. Write clearly and neatly. 3. Number the answers clearly.	

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

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.

2 marks x 10 attributes	(20 marks)
2.5 marks x 2 areas of improvement	(5 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. (5 marks)
Your answer should have well explained examples of two types of arguments (10marks),
and two fallacies that may be used by a speaker. (10 marks)

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; (6 marks)

Students canvassing for election into the university student government; (6 marks)

Preachers in the church you are familiar with; (6 marks)

Groomsmen/Bestmen giving speeches at weddings in contexts you are familiar with.

(7 marks)

End of Examination.

Total: 75 marks