



**PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF COMMERCE, HUMAN SCIENCES, AND EDUCATION

DEPARTMENT OF COMMUNICATION

QUALIFICATION : BACHELOR OF COMMUNICATION/ BACHELOR OF ENGLISH	
QUALIFICATION CODE: 06BACO/06BAEN	LEVEL: 6
COURSE CODE: RTC 611S	COURSE NAME: RHETORICAL THEORY AND CRITICISM
SESSION: JUNE 2022	PAPER: (PAPER 1)
TIME: 2 HOURS	MARKS: 50

SECOND OPPORTUNITY/SUPPLEMENTRY EXAMINATION QUESTION PAPER	
EXAMINER	DR. C. PEEL, MR C MATENGU
MODERATOR:	DR. M. MHENE

INSTRUCTIONS

1. This paper has five questions in total. Answer TWO questions, **one of which must be Question 1 as it is compulsory**. Choose one other question from the remaining four. Candidates may not choose to substitute Question 1 with another question.
2. Read all the questions carefully before answering them.
3. Indicate whether you are a FT, PT, or DE student.

THIS EXAMINATION QUESTION PAPER CONSISTS OF 5 PAGES (Including this front page)

Question 1

(RTC)

25 marks

One of the dimensions of Kenneth Burke’s understanding of identification by common ground is illustrated in what he calls ‘identification by an *assumed we*’. Critique the strengths and weaknesses of the World Health Organisation’s COVID messaging (attached) in the light of Burke’s claim that rhetors may use references such as ‘we’, “in a way that... allows the speaker to group together parties who have little in common” (Study Guide, 2017, p.53).

- (a) Explanation of ‘identification by an assumed we’5 marks
- (b) Context of the WHO’s COVID messaging.....5 marks
- (c) Critique whether, and if so, how, such messaging by the WHO Director-General, Dr Tedros Ghebreyesus, rhetorically succeeds in identifying his audience by common ground (excerpts of Dr Ghebreyesus’s presentation attached to this question paper).....15 marks

Question 2

25 marks

Identify and discuss the merits and/or demerits of each of the five types of *Ad Hominem* messages deployed by Amakali, Kangira, and Ekanjume-Illong (2019), generating your own examples to demonstrate your understanding of each category.

Marks will be awarded for:

- (a) *Identifying and discussing* merits/demerits of each of the 5 categories of *Ad Hominem* messages (5x4 marks).....20 marks
- (b) Generating your own examples (one for each category, 1x5 marks)5 marks

Question 3

25 marks

Read and determine whether the following argument is inductive or deductive. Give reasons for your answer.

1st premise: When it is raining, the streets are wet and unsafe.

2nd premise: Car tyres have reduced grip on wet streets.

Conclusion : When it is raining, motorists should take extra care and reduce speed to save lives.

- (a) Definition of an inductive argument.....7.5 marks
- (b) Definition of a deductive argument.....7.5 marks
- (c) Correct answer whether the argument is inductive or deductive, giving detailed reasons for your answer.....10 marks

Question 4

25 marks

Account for the role and content you might expect of *pathos* in a speech that the President of Namibia might give on these three national occasions:

Independence Day.....5 marks

Cassinga Day.....5 marks

Heroes Day.....5 marks

A concise but meaningful definition of pathos, with examples.....10 marks

Question 5

25 marks

Justify, with examples, why and how a rhetor should employ Cicero's canons of rhetoric in demonstrating each of the following qualities:

(a) Know the topic well5 marks

(b) Be prepared to address any negative responses from the audience.....5 marks

(c) Be flexible.....5 marks

(d) Be consistent.....5 marks

(e) Involve the audience by responding honestly to their demands and concerns.
.....5 marks

End of examination memorandum

Total: 50 marks

Appendix 1 follows/...

Appendix 1

WHO Director-General's opening remarks at the media briefing for Geneva-based journalists - 20 December 2021

Good afternoon....

The last time we hosted you, in July last year, none of us could have imagined that almost 18 months later, we would still be in the grip of the pandemic.

More than 3.3 million people have lost their lives to COVID-19 this year – more deaths than from HIV, malaria and tuberculosis combined in 2020.

And still, COVID-19 continues to claim around 50 000 lives every week.

That's not to mention the unreported deaths, and the millions of excess deaths caused by disruptions to essential health services.

Africa is now facing a steep wave of infections, driven largely by the Omicron variant. Just a month ago, Africa was reporting its lowest number of cases in 18 months. Last week, it reported the fourth-highest number of cases in a single week so far.

There is now consistent evidence that Omicron is spreading significantly faster than the Delta variant. And it is more likely that people who have been vaccinated or have recovered from COVID-19 could be infected or reinfected. There can be no doubt that increased social mixing over the holiday period in many countries will lead to increased cases, overwhelmed health systems and more deaths.

All of us are sick of this pandemic. All of us want to spend time with friends and family. All of us want to get back to normal. The fastest way to do that is for all of us – leaders and individuals – to make the difficult decisions that must be made to protect ourselves and others. *We must fight this pandemic together.* In some cases, that will mean cancelling or delaying events – just as we have had to cancel the reception we planned to have with you today. But an event cancelled is better than a life cancelled. It's better to cancel now and celebrate later, than to celebrate now and grieve later.

None of us want to be here again in 12 months' time, talking about missed opportunities, continued inequity, or new variants. If we are to end the pandemic in the coming year, we must end inequity, by ensuring 70% of the population of every country is vaccinated by the middle of next year. Last week, WHO issued Emergency Use Listing for a ninth vaccine, produced by the Serum Institute of India under

license from Novavax. This new vaccine is part of the COVAX portfolio, and we hope that it will play an important role in achieving our global vaccination targets.

[...]

2022 must be the year we end the pandemic. But it must also be the year that all countries invest in preventing a future disaster on this scale, and in accelerating efforts to achieve the Sustainable Development Goals.

[...]

- ***This speech has been abridged.***

Source: <https://www.who.int/director-general/speeches/detail/who-director-general-s-opening-remarks-at-the-media-briefing-for-geneva-based-journalists---20-december-2021>

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