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: NOVEMBER, 2019	**PAPER**: THEORY
DURATION: 3 HOURS	**MARKS**: 75

	FIRST OPPORTUNITY 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

(a) Using explanations of both transactional and extended transactional models of communication as well as the four barriers to listening, create a list of "dos and don'ts" to minimise interference ("noise") in your own speech, and to ensure that you keep your listeners focused. (10 marks)

(b) Identify four possible sources of "noise" which might interfere with audience reception of the speech, and explain how you would plan to deal with each possibility. (10 marks)

(c) Create an outline for your speech. Include a topic, themes, audience profile, venue assessment, and the communication tools which you will use. (5 marks)

Question 2 25 marks

There are pitfalls in exclusively relying on free access internet sources for information to be used in a speech.

   (a) List and discuss five factors that may affect the reliability of content from some internet sources. (10 marks)

   (b) Suggest and evaluate alternative sources to content from the internet. What advantages might some of the non-internet sources have? (10 marks)

A good introduction (3 marks)

Good grammar and spelling (2 marks)

Question 3 25 marks

Public speakers are often given attention, respect, and blind trust that they know what they are talking about, and that the content of the speeches are valid and consistent with the facts. Explain, with examples, at least four obligations which ethical speech givers should observe to honour the trust vested in them. (4x5marks = 20 marks).

A good introduction (3 marks)

Good grammar and spelling (2 marks)

Question 4   **25 marks**

Clarify what sort of content you would expect to include in the following types of speeches, and generate audience profiles for each:

    (a) An informative speech.   (6 marks)
    (b) A persuasive speech.   (6 marks)
    (c) Speech by the Groomsman/Best man at a wedding.   (6 marks)
    (d) Acceptance of award speech   (6 marks)

Good grammar and spelling   (1 mark.)

Question 5   **25 marks**

The process of note-making in researching for a speech is crucial to the credibility of the speech and speaker. What note-taking techniques would you recommend to ensure that the most relevant information from the best sources becomes the "raw material" for your speech?

                                  End of Exam   **Total: 75 marks**