



PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE, HUMAN SCIENCES, AND EDUCATION

DEPARTMENT OF COMMUNICATION

QUALIFICATION : BACHELOR OF COMMUNICATION HONOURS	
QUALIFICATION CODE: 08BACOH	LEVEL: 8
COURSE CODE: PCC 811S	COURSE NAME: PUBLIC COMMUNICATION
SESSION: JUNE 2022	PAPER: (PAPER 1)
TIME: 2 HOURS	MARKS: 50

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER	DR. C. PEEL
MODERATOR:	Ms EMILY BROWN

INSTRUCTIONS
<ol style="list-style-type: none">1. This paper has five questions in total. Answer TWO questions.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 _3_ PAGES (Including this front page)

Question 1

(PCC)

25 marks

Critically analyse the strengths and weaknesses of the following statement: *There is no separation of the public sphere and public communication in modern times because of technological evolution. The two are intertwined in their facilitation of communication to the public.*

- (a) Definitions of public sphere and public communication, and whether or not they are distinct, in your opinion.....[10 marks]
- (b) What merits support the above statement, and what might be its weaknesses?.....[10 marks]
- (c) A strong concluding statement or summary..... [5 marks]

Question 2

25 marks

Discuss the sensitivities associated with audience analysis in view of society and, therefore, audiences becoming increasingly multicultural. Give examples you are aware of that illustrate how and why cultural sensitivity is essential for public communicators.

- (a) Define multiculturalism and multicultural audiences.....5 marks
- (b) Give an outline of two sensitivities associated with multicultural audience analysis, and state why they are important.....10 marks
- (c) Illustrate answers to both (a) and (b) with coherent examples.....10 marks

Question 3

25 marks

According to Ngugi wa Thiongo (1998, p.13), language is an essential link in “the relations people enter into with one another in the labour process”. In the context of public and interpersonal communication competence in the workplace, show how this statement is true in respect of the following:

- (a) Communication effectiveness at work.....7.5 marks
- (b) Communication appropriateness at work.....7.5 marks
- (c) Distinguishing communication effectiveness from appropriateness in the context of interpersonal communication competence at work.....10 marks

Question 4

25 marks

Analyse and evaluate the statement that “The concept of the public sphere and the idea of public communication only become meaningful when a medium exists for interaction”.

- (a) Definition and analysis of statement.....10 marks
- (b) How Habermas originally conceived of the public sphere.....10 marks
- (c) Explain the extent to which social media constitutes a public sphere.....5 marks

Question 5

25 marks

Discuss whether or not you would consider NBC-TV as fitting the description of a legitimate public sphere as a place which is not controlled, politically or economically. In your discussion, give at least two reasons to support your view.

End of examination

Total: 50 marks

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