



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF HUMAN SCIENCES

DEPARTMENT OF COMMUNICATION

QUALIFICATION: BACHELOR OF COMMUNICATION HONOURS	
QUALIFICATION CODE: 08BCOH	LEVEL: 8
COURSE CODE: PCC 811S	COURSE NAME: PUBLIC COMMUNICATION
SESSION: JUNE 2019	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 75

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	DR. C. PEEL
MODERATOR:	PROF. J. KANGIRA

INSTRUCTIONS
<ol style="list-style-type: none">1. Answer THREE (3) questions. Question 1 is compulsory.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

Illustrate, with the use of appropriate examples in each case, the contrasts between the following sets of concepts as they relate to public communication:

- (a) The public sphere and private spaces. (5 marks)
- (b) Public and private reasoning in a work environment. (5 marks)
- (c) Web1.0, Web 2.0 and Web 3.0. (5 marks)
- (d) Informal and Formal communication. (5 marks)
- (e) Weak Artificial Intelligence and strong Artificial Intelligence. (5 marks)

Question 2

25 marks

Examine the interface between public communication and culture in today's world. What are the contentious issues, and how can they be resolved?

Question 3

25 marks

Five factors can assist both the listener and speaker to play an effective role in an ideal communicative situation.

- (a) Design a strategy to maximise the effectiveness of speech and reception, mentioning how you would address the five factors for the benefit of both speaker and listener.
- (b) Critique any one recorded or live event you have witnessed for its effectiveness or lack of effectiveness of communication, using any three of the five factors mentioned in your answer to 3(a).

Question 4

25 marks

Legally and culturally, marriage maybe regarded as both a private and public institution. Illustrate with examples circumstances where the public interest, including state interventions and media publicity, may have a justification for knowing and/or intervening in a marital situation.

Question 5

25 marks

As the Director and Lead Presenter of a countrywide programme encouraging healthy and positive-minded living by people living with HIV-AIDS, you are responsible for all the correspondence, written and audio-visual content, including public speeches, directed at the people concerned as well as members of the communities in which they live.

- (a) Demonstrate, with one example of each, how the content of the presentation or correspondence can potentially facilitate and alienate the target audiences in this campaign. (12.5 marks)
- (b) Using your evaluation of the two examples of content you have described in sub-question (a), how would you as the Director and Lead Presenter set about trying to minimize the risks of any misunderstanding of the content described? (12.5 marks)

End of Examination

Total: 75 marks