NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE, HUMAN SCIENCES, AND EDUCATION

DEPARTMENT OF COMMUNICATION AND LANGUAGES

QUALIFICATION : BACHELOR OF COMMUNICATION/ BACHELOR OF ENGLISH AND LINGUISTICS	
QUALIFICATION CODE: 07BCMM/07BENL	**LEVEL:** 6
COURSE CODE: RTC 611S	**COURSE NAME:** RHETORICAL THEORY AND CRITICISM
SESSION: JUNE/JULY 2024	**PAPER:** THEORY (PAPER 1)
DURATION: 3 HOURS	**MARKS:** 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER	DR. C. PEEL
MODERATOR:	DR. M. MHENE

INSTRUCTIONS
1. Answer THREE questions. **Question 1 is compulsory**.
2. Read all the questions carefully before answering them.
3. Indicate whether you are a FT, PT, or DE student.
4. **Please write legibly.**

THIS QUESTION PAPER CONSISTS OF _2_ PAGES (Including this front page)

Question 1   **(Compulsory)**   **50 marks**

(a) In 600 words or more, explain what the Five Canons of Rhetoric are and who they are associated with. Give relevant examples to explain each canon.

Question 2   **25 marks**

Critical thinking involves seven fundamental factors that help us to determine the truth in everyday life.
(a) Identify and explain the seven factors………………………………………………………14 marks
(b) Demonstrate the use of critical thinking with one clear example for each of the
    seven factors……………………………………………………………………………………………11 marks
   N.B. Candidates must structure their answers along the scheme set out above to earn optimal marks.

Question 3   **25 marks**

One of the three proofs in Aristotle's rhetoric is *Pathos*. In 600 words or more, define it and discuss how it is used in speeches and written communication.

Question 4   **25 marks**

a) Identify, explain, and distinguish between the two types of rhetorical 'subjects': (i) *Functional persuasion;* and (ii) *Literary persuasion*.   [2x12.5 marks]

Question 5   **25 marks**

Identify and discuss the merits and/or demerits of each of the five types of *Ad Hominem* messages, using 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 mrks) ……………5 marks

End of Examination Question Paper   **Total: 100 marks**