



**PAMIBIA UNIVERSITY**  
OF SCIENCE AND TECHNOLOGY

**FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION**

**DEPARTMENT OF COMMUNICATION AND LANGUAGES**

<b>QUALIFICATION: BACHELOR OF COMMUNICATION HONOURS</b>	
<b>QUALIFICATION CODE: 08BCMh</b>	<b>LEVEL: 8</b>
<b>COURSE CODE: PCC811S</b>	<b>COURSE NAME: PUBLIC COMMUNICATION</b>
<b>SESSION: JUNE 2024</b>	<b>PAPER: THEORY (PAPER 1)</b>
<b>DURATION: 3 HOURS</b>	<b>MARKS: 100</b>

<b>FIRST OPPORTUNITY EXAMINATION QUESTION PAPER</b>	
<b>EXAMINER(S)</b>	Dr. C PEEL
<b>MODERATOR:</b>	Ms. E M BROWN

<b>INSTRUCTIONS</b>
<ol style="list-style-type: none"><li>1. Answer QUESTION ONE and ANY OTHER TWO questions.</li><li>2. Read all the questions carefully before answering.</li><li>3. Number the answers clearly.</li><li>4. Please ensure that your writing is legible, neat and presentable.</li></ol>

**THIS QUESTION PAPER CONSISTS OF \_3\_ PAGES (Including this front page)**

**QUESTION ONE****(Compulsory)****50 MARKS**

Our presentation, as public communicators, incorporates both verbal and non-verbal communication.

(a) Describe and justify the importance of body language in a public presentation.

(10 marks)

(b) Identify and analyse four ethical considerations apiece which (i) generate undesirable speaking and writing traits (4 marks), and (ii) enhance the communicator's credibility (4 marks).

(2x4 = 8 marks)

(c) Demonstrate how poor use of diction is likely to embarrass a public communicator. In your example, clearly indicate the failure(s) and identify the remedies that the communicator should have used. Five marks will be awarded for the situation description, five marks will be awarded for the identification of flaws, and five marks will be awarded for suggested remedies.

(15 marks)

(d) (i) Distinguish between the qualities of *effective* and *appropriate* public communication.

(7 marks)

(ii) Using the case you have provided in sub-question (c), demonstrate how the public communicator could have engaged their communication situation in more effective *and* appropriate ways. This answer should not duplicate the remedies suggested in your answers to sub-question (c).

(10 marks)

**QUESTION TWO****25 MARKS**

(a) Demonstrate your approach to a speech situation in an unfamiliar community context, in which you adopt "an interacting approach" to inspire and fulfil members of your audience. Describe how each of the three components, that the anthropologist Leach identifies, are integrated into your approach.

(20 marks)

(b) Which of Leach's components did he regard as more important, and why? (5 marks)

**QUESTION THREE****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 how the content of the presentation or correspondence can potentially facilitate and alienate (one example of each) the target audiences in this campaign.

[12.5 marks]

**QUESTION THREE****(Continued)****25 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]

**QUESTION FOUR****25 MARKS**

(a) Give a detailed account of the characteristics and benefits to communication of the Fourth Industrial Revolution (4IR).  
[12.5 marks]

(b) Explain the potential benefits to our homes and workplaces of the “Internet of Things” (IOT).  
[12.5 marks]

**QUESTION FIVE****25 MARKS**

(a) Give an account of how web technology has changed and is changing the conduct of public communication globally.  
[12.5 marks]

(b) Sir Tim Berners-Lee’s design of the World Wide Web as a repository of knowledge to be accessed cost-free has been betrayed. Do you agree or disagree with this statement? Give reasons for your answer.  
[12.5 marks]

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