



**NAMIBIA 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: JULY 2024</b>	<b>PAPER: THEORY (PAPER 1)</b>
<b>DURATION: 3 HOURS</b>	<b>MARKS: 100</b>

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

<p style="text-align: center;"><b>INSTRUCTIONS</b></p> <ol style="list-style-type: none"><li>1. Answer QUESTION 1 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>
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**THIS QUESTION PAPER CONSISTS OF 3 PAGES (Including this front page)**

**QUESTION 1**

**(Compulsory)**

**50 MARKS**

With the use of examples from your local context, critique the use of the following persuasive techniques in political communication:

- (a) Fear.....10 marks
- (b) Slogans.....10 marks
- (c) Emotional Appeal.....10 marks
- (d) Glittering generalities.....10 marks
- (e) Bandwagon.....10 marks

**QUESTION TWO**

**25 MARKS**

Evaluate the validity (or otherwise) of the following statement, from your perspective, giving examples from the Namibian context: "Politics and ethics belong to different realms. Ethics is primarily for private life. In politics, what counts is *power*. Real rules of power have little to do with morality".

**QUESTION THREE**

**25 MARKS**

Analyse the role of the mass media and its "watchdog" function in promoting and defending democracy. In your opinion, does the "watchdog" function always ensure fair coverage of issues?

**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**

With reference to how we should present ourselves as public communicators,

(a) Why should body language be important in conveying a message? [10 marks]

(b) Analyze the importance of four ethical communication factors which (i) generate undesirable speaking and writing traits (4 marks), and (ii) enhance the communicator's credibility (4 marks).....[2x4 = 8 marks]

(c) Construct or critique a scenario where poor use of diction has embarrassed a public speaker. What were the failures, and what remedies should the speaker have used?.....[7 marks]

**End of Examination Question Paper**

**TOTAL: 100 marks**