



NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE, HUMAN SCIENCE AND EDUCATION

DEPARTMENT OF COMMUNICATION AND LANGUAGES

QUALIFICATION: BACHELOR OF COMMUNICATION	
QUALIFICATION CODE: 07BCMM	LEVEL: 7
COURSE CODE: PSA 621S	COURSE: PUBLIC SPEAKING AND ARGUMENTATION
SESSION: NOVEMBER, 2023	PAPER: (PAPER 1)
DURATION: THREE HOURS	MARKS: 100

SUPPLEMENTARY/SECOND OPPORTUNITY EXAMINATION QUESTION PAPER

EXAMINER	DR C PEEL
MODERATOR	DR. M MHENE

INSTRUCTIONS

1. Answer ONE question from *Section A*, and TWO QUESTIONS from *Section B*.
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)

SECTION A:

Section A consists of one compulsory question. ALL CANDIDATES MUST ATTEMPT THIS QUESTION. You may NOT substitute this question with a question of your choice.

Question 1 (PSA) 50 marks

There are two sender-receiver models that are important in helping speakers to generate an audience awareness as they prepare for and deliver speeches.

- (a) Critically review the conduct of audiences that are active and passive.
(2x5 marks) = 10 marks

(b) Compare and contrast the transmission of ideas in speeches governed by the
(i)Basic Transactional Model and (ii) Extended Transactional Model conditions
(2x5 marks) = 10 marks

(c) Use annotated diagrams to illustrate your answer to Q1(b)10 marks

(d) Assess the merits of Dr Paul Cameron’s experiment and findings which identify “noise” interruptions that affect listening to a speech. Make sure to address the following points in your answer:

 - (i) The findings of Dr Cameron’s listening test and what they teach us.8 marks
 - (ii) Definition and identification of “noise” in this context.....2 marks
 - (iii) Application of the experiment to a speech situation of your choice...
10 marks

SECTION B: ANSWER TWO QUESTIONS ONLY

Question 2 **25 marks**

A software technician was assigned by his company to give a sales presentation to an audience of potential clients. He was asked to "show the audience how our software can help people in their industry". He spoke for 30 minutes, and at the end, he was blistered by scornful comments from his listeners: You have given us examples of how your software can help people at banks," one listener said. "Don't you know that we are healthcare professionals and everything you have told us is worthless to us?"

- (a) How might a speech giver's diligent pre-event reconnaissance have prevented this embarrassment?.....(12.5 marks)

(b) What might the speech giver have looked out for DURING the speech as a way of possibly identifying any disconnect with his audience?.....(12.5 marks).

Question 3 **25 marks**

Summarise and give examples of five key factors to consider and implement in avoiding reputational harm to others in your speech. [5x5 marks]

Question 4 **25 marks**

Using Maslow's Hierarchy of Needs, discuss the distinct interests of a student audience at NUST comprising Windhoek-based students and those migrating to Windhoek for the first time. How would you craft a speech for an audience embracing these diverse needs? Make use of all five needs in your answer. 5x5 marks.....25 marks

Question 5 **25 marks**

A common mistake of public speakers is to cram too many points into a speech. They do this because they are approaching the speech from their own viewpoint and not from the viewpoint of the listeners. Yet audiences simply cannot absorb too much new information.

1. Justify how many main points you would include in a 10-minute speech....2 marks
2. Give a justification of the number of main points you would include in a speech longer than 10 minutes.....2 marks
3. You have been invited to address the Student Representative Council at NUST.
(i)Devise a central idea for the speech, and list three key assertions you would advance in developing the central idea. (ii)In your own words, comment on the contribution of the main points to the central idea of the speech9 marks
4. Based on what you have prepared in point 3 above, develop a full 10-minute speech which you would deliver to the NUST SRC.....10 marks
5. Explain, in two sentences, whether your speech strikes the right balance of presenting the main points, but not too many of them so as to create information overload for your audience. Demonstrate how and where in your speech you have struck that balance.....2 marks

End of examination question paper

Total: 100 marks