



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

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

**DEPARTMENT OF COMMUNICATION AND LANGUAGES**

<b>QUALIFICATION: BACHELOR OF COMMUNICATION</b>	
<b>QUALIFICATION CODE: 07BCMM/07BENL</b>	<b>LEVEL: 7</b>
<b>COURSE CODE: PSA 621S</b>	<b>COURSE: PUBLIC SPEAKING AND ARGUMENTATION</b>
<b>SESSION: NOVEMBER, 2024</b>	<b>PAPER: (PAPER 1)</b>
<b>DURATION: THREE HOURS</b>	<b>MARKS: 100</b>

<b>FIRST OPPORTUNITY EXAMINATION QUESTION PAPER</b>	
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<b>INSTRUCTIONS</b>
<p>1. Answer ONE question from <i>Section A</i>, and TWO QUESTIONS from <i>Section B</i>. 2. Read all the questions carefully before answering them. 3. Indicate whether you are a FT, PT, or DE student. 4. <i>Please write legibly.</i></p>

**THIS EXAMINATION QUESTION PAPER CONSISTS OF \_10\_ 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

**50 marks**

In his address to the opening of the South African Parliament on 18 July this year, President Cyril Ramaphosa used the Informative, Persuasive and Special Occasion speech categories. He also used Aristotle's concept of *Pathos*. **Identify** and **justify** from the partial transcript of his speech (*Appendix 1, attached*) the occasions where Ramaphosa used:

- (a) Informative speech .....(2x5) = 10 marks
- (b) Persuasive speech..... (2x5) = 10 marks
- (c) Special Occasions speech.....(2x5) = 10 marks
- (d) Use of *Pathos*.....(2x5) = 10 marks
- (e) Observing all protocols.....(2x5) = 10 marks

## SECTION B: ANSWER TWO QUESTIONS ONLY

### Question 2

**25 marks**

- (a) Explain former US President Donald Trump's ethos deficit during and after his 2017 Helsinki speech alongside the Russian President Vladimir Putin (12.5 marks).
- (b) Using Trump's later comments when he returned to the United States, suggest how Trump could have better articulated himself with honesty and integrity (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**

(a) With the use of appropriate examples, define and distinguish between the falsehoods of *stereotyping* and *scapegoating* in public speaking.  
.....10 marks

(b) You are invited as the guest speaker at an event where, according to your investigations, 93% of the audience will be of a different race, income group, and gender to you. Give an account of how you would design and deliver the speech in a manner that avoids stereotyping and scapegoating, and thereby alienating sections of your audience.

Evidence of preparation.....5 marks

Summary of how your speech avoided stereotypes and scapegoating.....10 marks

**Question 5****25 marks**

Ethics are guidelines that protect the integrity of what we say and how we conduct ourselves in public speaking. Which three of the six principles of public speaking that you have learnt do you find the most challenging to adhere to? Give reasons for your answer.

1. Name and explain the three principles.....9 marks
2. Give comprehensive statements on what you find challenging about the selected principles and their requirements, and why?.....9 marks
3. State how adhering to each of the three principles would enhance the integrity of public speaking.....7 marks

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

*Appendix 1 follows/...*

## **APPENDIX 1**

### **Partial Transcript of President Ramaphosa's Opening of Parliament Address, Cape Town, 18 July 2024**

*Honourable Speaker of the National Assembly, Hon. Thoko Didiza;*

*Chairperson of the National Council of Provinces, Hon. Rifile Mtshweni-Tsipane;*

*Deputy President, Paul Mashatile;*

*Former President Thabo Mbeki;*

*Former Deputy President Baleka Mbete;*

*Former Deputy President Phumzile Mlambo-Ngcuka;*

*Former Chairperson of the National Council of Provinces, Hon. Amos Masondo;*

*Chief Justice Raymond Zondo;*

*Deputy Chief Justice Mandisa Maya;*

*Executive Mayor of Cape Town, Mr Gordon Hill-Lewis;*

*The various heads of institutions supporting democracy here present;*

*Esteemed Member of the Order of Ikhamanga, uMama u Dr Esther Mahlangu;*

*Distinguished guests and eminent persons;*

*Members of the diplomatic corps;*

*Honourable Members of Parliament,*

*And fellow South Africans.*

*We gather here this evening in the Province of the Western Cape in the sad aftermath of ferocious and unforgiving storms that have caused damage to homes, businesses and infrastructure, affecting tens of thousands of people across the province. In recent days we have witnessed runaway fires in KwaZulu-Natal in which 14 people, including six firefighters, lost their lives. The fires also caused destruction of homes, crops, livestock, and grazing fields. I spoke to the two premiers of our provinces earlier today, Hon. Ntuli*



and Hon. Winde, and informed them that the thoughts of South Africans are with all those people who have been subjected to these terrible weather conditions as they work to recover and rebuild their lives.

I've asked, honourable members, the Speaker of the National Assembly and the Chairperson of the Council of Provinces to convene this joint sitting to formally open Parliament on a day that is full of meaning and significance in the lives of not only South Africans, but many people around the world. Today we celebrate the birth of the founding father of our nation and our democracy, and a global icon of peace, justice, and reconciliation, President Nelson Rolihlahla Mandela. Across our country and across the world, millions of people are marking this day with deeds of service and solidarity. Through their actions they are giving life to a fundamental truth that we derive our humanity from the humanity of others: **Umuntu ngumuntu ngabantu; Mutu kimutu kabatu; Munhu i munhu hi vanhu vanwani.** We are reminded on this day that we have a responsibility to each other, and that our well-being and our happiness cannot be separated from those of our fellow citizens, men and women not only of our country but of the world. We are reminded that, as we strive to progress and to prosper, we have a responsibility to ensure that no-one is left behind. We South Africans are a diverse nation; a nation with different histories, different beliefs, cultures and languages. Yet we are one people, and we share a common destiny. It is this common destiny that the people of South Africa have charged this parliament and this government to consolidate and advance.

Exactly 50 days ago, the people of South Africa went to the polls to decide the future of our country. Ahead of the elections, they had expressed their concerns and their hopes, their wishes as well as their expectations. Through their votes, they determined that the leaders of our country should set aside their political differences and come together as one to overcome the severe challenges that confront our nation. They sent a clear message that without unity, cooperation and partnership, our efforts to end poverty, unemployment and inequality will not succeed. Guided by this directive from the people of our country, political parties from across the political spectrum have elected to establish a Government of National Unity. In an act that is unprecedented in our democratic history, 10 political parties represented here in our parliament have agreed to craft a common programme to build a better, more equal and more just South Africa. They have come together despite their differences – and differences they have! They came together because they share a commitment to a nation that is united, prosperous and inclusive.

*Through a statement of intent, these parties have made a firm commitment to respect the constitution of the Republic of South Africa and the rule of law, and to promote accountability, transparency, integrity, and good governance. They have agreed to a minimum programme as a foundation of the work of the Government of National Unity. The priority actions that arise from this minimum programme received the full support of the recent cabinet **lekgotla**...which brought together newly appointed ministers, deputy ministers, and premiers from all our provinces. [...]*

*These are the primary actions that we outlined...*

*Cabinet will be convening a further strategy session to consider the minimum term development plan, having moved from the medium-term strategic framework. The development plan will...set out a well-defined vision and strategic plan that outlines ... a road map for achieving them. These goals will be properly aligned with the budget which will support the implementation of these objectives. In all this work, the National Development Plan, Vision 2030, remains the blueprint for our country's growth and development. [...]*

*Honourable Members, despite the achievement of 30 years of democracy and the work undertaken over the last five years to rebuild our economy and our society, millions of South Africans remain poor, unemployed, and they live in a highly unequal society. For a decade and a half our economy has barely grown. The circumstances of the people of South Africa today require that we act together as the Government of National Unity, as well as all key role players in our country, and that we act with urgency, boldly and decisively. The Government of National Unity has resolved to dedicate the next five years to actions that will advance three strategic priorities: firstly, to drive inclusive growth and job creation. Secondly, to reduce poverty and tackle the high cost of living. And thirdly, to build an ethical, and capable and developmental state. [...]*

*We are determined that growth must be inclusive, and that growth must also be transformational. Inclusive growth must drive the redistribution of wealth as well as opportunity. It must support the empowerment of black South Africans and women and all those who in the past had been relegated to the fringes of our nation's economy. This is part of the constitutional imperative: to redress the imbalances of the past and deal with the slow process of development. Through empowerment and transformation, we*



*can ensure that the skills, the capabilities, resources and energies of all South Africans are used to the greatest effect. We will continue to pursue the programmes that encourage broad-based black economic empowerment, employment equity and support to small and medium size enterprises. We will continue to protect and uphold the rights of workers and continually strive to improve the conditions in which they work and live. Inclusive growth requires that we affirm the position of the women of our country and the young people in the economy of our country. [...] We will support the growth of rural enterprises and invest in public infrastructure in under-serviced areas across our land. We will increase funding to land reform, prioritise the transfer of state land, and improve post-settlement support by strengthening the institutional capacity of responsible structures. To improve rapid growth, we will need to fix our struggling municipalities [...] Our municipalities must become both the providers of social services and facilitators of inclusive economic growth. They must work to attract investment in their areas. This approach can encourage businesses to expand and create more jobs in municipal areas. Investors are generally attracted to areas that have reliable and modern infrastructure. Simplifying and speeding up planning and regulatory processes can make it easier for businesses to invest and operate in a municipality, and this often leads to the creation of more and more jobs.*

*As the national government, we have both a constitutional responsibility and a clear electoral mandate to assist municipalities in the effective exercise of their powers as well as their functions. We will ensure that the institutional structure and funding model for local governments are fit for purpose, and that municipalities are financially and operationally sustainable. Now this we will do because our municipalities have been raising this over and over again. We will put in place systems to ensure that capable and qualified people are appointed to senior positions in municipalities and ensure independent regulation and oversight. As an immediate priority, we will also bring stability to governance in our metros and restore the delivery of services. Many of our metros have faced huge challenges that need to be attended to. We have already begun with this work. When I visited eThekweni metro earlier this year, I met with the residents of the city, with local business leaders and municipal officials. They told me that they wanted to work together to build a city that they could be proud of again. We have put in place the eThekweni presidential working group to enhance support from national and provincial government to turn the metro administration around, and to fix the problems that they are facing related to infrastructure, water, sanitation, and also to focus on attracting new investment. This we shall do because eThekweni needs to be restored to its former glory, and this we should do.*



*We will extend the same approach to other metropolitan cities that face serious challenges, so that our cities can become engines of growth, and become dynamic centres of opportunities for our people. In the next five years, working together as the Government of National Unity, drawing on our collective capabilities, we will forge a new inclusive growth path for South Africa by pursuing a massive investment in infrastructure. Significant projects are already under way around the country in areas such as transport, roads, water in the form of building dams, energy, and human settlements. We will massively increase the scale of investments in infrastructure through a more holistic and integrated approach, positioning Infrastructure South Africa as the central institution of co-ordination and planning. We are continuing to simplify the regulations on public-private partnerships. This process had stalled for a number of years, and we are now earnest and focussed in simplifying this very way of engendering good infrastructure investment to enable greater investment in both social and economic infrastructural development.*

*From our largest metros to our deepest rural areas, we have a clear intention to turn our country into a construction site. We want to see yellow equipment, yes, throughout our country and cranes, and roads being built, as well as dams, as well as bridges, houses, schools, hospitals, including Broadband fibre that will be laid out as new power lines are installed. We must work to engender a culture of maintenance of public infrastructure and dedicate resources and establish systems to ensure this. Now, the culture of maintaining infrastructure has declined over a number of years. We build infrastructural facilities and leave the maintenance thereof to a time when they have started to debilitate and collapse. Part of the process must be engendering a culture of maintaining, right from the day they have been put in place.*

*Now, as the Government of National Unity, we are resolved to intensify our investment drive, encouraging and enabling businesses to invest in productive capacity. These investments will lead to increased employment creation for unemployed South Africans especially for young people. We will drive growth in labour intensive sectors such as services, and agriculture which has a great potential to create jobs. Our manufacturing capability has declined over years. We do need to re-industrialise our country and make sure that we can create more and more jobs out of quite a number of sectors of our economy. To create more jobs for South Africans, we will also focus on processing our minerals so that we export finished products rather than raw commodities. It is actually quite sad to see us continuing to ship out rock, soil and dust out of the ports of our country,*



*and yet we can process a number of these minerals and ensure that we export processed products, finished products. That is what we will be focusing on. We will pursue a smart industrial policy that focuses on the competitiveness of our country and that incentivises businesses to expand our exports and to create jobs. We will continue to work with stakeholders to develop and implement master plans to grow important industries, to increase investment, to create jobs and foster transformation. Now, we will also review the various master plans that we have to see whether they are becoming as effective as we had envisaged. We are convinced that small medium enterprises and the informal sector hold the greatest potential for inclusive growth and job creation. We will pay particular attention to supporting small and medium sized enterprises in our townships, in our rural areas, and in areas that need focus. We will take economic activity to where most of our people live so that more and more jobs can be created.*

*Red tape debilitates the creation of jobs. Every department and every public entity has been directed to reduce the undue regulatory burdens that hold back businesses from creating jobs. And this is an area that our ministers will focus on in the areas of their work, so that the various structures of government ensure that the regulatory burden that we often impose on businesses must be eliminated so that our businesses can thrive and be profitable and create more jobs.*

*We have demonstrated the value of public and social employment in creating immediate work and livelihood opportunities for many of our people. The Presidential Employment Stimulus, the Expanded Public Works Programme, and other initiatives under the Presidential Youth Employment Intervention have provided income, work experience and skills development opportunities to many of our people, particularly young people and women. We will expand and institutionalise these programmes so that more and more young people can participate in job opportunities and skills development. Through the Presidential Employment Stimulus, we have been able to create nearly two million work and livelihood opportunities. Yes, this is true. If you go to our schools, our schools – 25 000 of them – benefited from the deployment of young people who came in as teacher assistants. Through this programme, they gained a lot of experience, they gained a lot of know-how, and they got into the world of work. And many of them are now better equipped to be able to operate in the world of work.*

*[...]*

*We will complete the most consequential transformation of South Africa's electricity industry in more than a century. Since the announcement of the Energy Action Plan that I announced here in Parliament in July 2022, we have made tremendous progress also in reducing the loadshedding that beset our country for the longest time. Now over the next five years, Government will focus on expanding and strengthening the electricity transmission network that needs a great deal of expansion, but that also requires a great deal of investment.*

*[...]*

*Like many other countries, we have had to borrow money to support our budgetary requirements. We will manage public finances with a view to stabilising debt. We are firmly committed to steadily reducing the cost of servicing our debt so that we can redirect funds towards other critical social and economic needs. Our second strategic priority as the Government of National Unity is to tackle poverty and the high cost of living. An effective integrated and comprehensive poverty alleviation strategy is necessary to provide effective protection and support to the most vulnerable in society. Even at a time when many companies are making huge profits, millions of South Africans are suffering as a result of rising prices of everything they buy. As the Government of National Unity, we will look to expand the basket of essential food items exempt from Value Added Tax and undertake a comprehensive review of administered prices, including, yes! the fuel price formula. And this we did for a while. When fuel prices just kept on rising, we were able to find a way in which we could stabilise the price. We will seek to find ways of addressing this challenge. [...]*

- ***This speech has been abridged.***