



**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/07BENL	LEVEL: 7
COURSE CODE: PSA 621S	COURSE: PUBLIC SPEAKING AND ARGUMENTATION
SESSION: JANUARY, 2025	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 <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.

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

50 marks

(a) Explain the purpose of an introductory speech. Why is it considered risky to leave your introduction to the audience in the hands of a Director of Ceremonies who you have not briefed about your background?.....15 marks

(b) Why should speech givers be familiar with the preparation and content of their speeches? Identify and discuss the pitfalls of having speechwriters do all the research, crafting, and the refinement of the speech script, where the speaker only turns up to present a prepared text. Give two examples where a lack of familiarity with “their” speech has embarrassed the speech giver.....15 marks

(c) Goodwill is “the audience’s perception of whether the speaker has the best interests of the audience in mind”. Critically examine the role of goodwill, on the speaker’s part, in creating an environment where all members of the audience feel included.....20 marks

SECTION B: ANSWER TWO QUESTIONS ONLY

Question 2

25 marks

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) Identification and definition of what constitutes “noise” in this context.....8 marks

(iii) Application of the lessons from Dr Cameron’s experiment to a speech situation from your experience.....8 marks

(iv) Bonus mark to be awarded for good presentation and language.....1 mark

Question 3**25 marks**

Give an account of how you generated your own speech during this course, how you prepared for it, your experience and execution of the speech (including the audience's reaction) and reflect on what you learned from the whole exercise. Use insights from at least one classical scholar to support your description of the writing development stages and execution. Critically review whether your audience was interactive or passive and make an assessment of whether or not your speech was successful.

- (i) Idea generation, main ideas and research.....5 marks
- (ii) Speech writing development with the influence of any classical scholar.....10 marks
- (iii) Your experience of the speech event, including how you executed it.....5 marks
- (iv) Description of audience dynamics.....5 marks

Question 4**25 marks**

With the use of relevant examples, justify the importance of avoiding reputational harm in a speech. Who is at risk of reputational harm in a speech situation, and what precautions should a speaker take to avoid defamatory remarks?

- (i) Relevant examples.....10 marks
- (ii) Justification of the importance of avoiding reputational harm.....10 marks
- (iii) Who is at risk of reputational harm in a speech situation?..... 5 marks

Question 5**25 marks**

Account for the importance of body language and diction in ensuring effective communication during a speech.

- (i) Importance of body language.....10 marks
- (ii) Importance of diction.....10 marks
- (iii) State how important a role diction played in the delivery of your mid-semester speech5 marks

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