



**PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF COMMERCE, HUMAN SCIENCE AND EDUCATION

DEPARTMENT OF COMMUNICATION AND LANGUAGES

QUALIFICATION: BACHELOR OF COMMUNICATION	
QUALIFICATION CODE: 07BACO	LEVEL: 6
COURSE CODE: PSA 6215	COURSE NAME: PUBLIC SPEAKING AND ARGUMENTATION
SESSION: NOVEMBER 2022	PAPER: (PAPER 1)
DURATION: TWO HOURS	MARKS: 50

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	Dr C PEEL, MR C MATENGU
MODERATOR:	Dr. M. MHENE

INSTRUCTIONS	
<ol style="list-style-type: none">1. Answer TWO questions only.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)

QUESTION 1

PSA

25 MARKS

Four practical benefits of knowing how to publicly express yourself can change your character, your confidence and your career.

- (a) List the four benefits (4 marks)
- (b) Speech situations may require any one or more of the following speech categories: informative, persuasive, or special occasion presentations. Articulate in detail, and with examples, what each type of speech would involve. (15 marks)
- (c) Reflecting on any speech you have given, describe the occasion and the type of speech you gave. (6 marks)

QUESTION 2**25 MARKS**

Public speakers are often given attention, respect, and blind trust that they know what they are talking about, and that the content of the speeches are valid and consistent with the facts. Explain, with examples, at least five obligations which ethical speech givers should observe to honour the trust vested in them.

QUESTION 3**25 MARKS**

Write an introduction speech which you will present ahead of the Vice-Chancellor's presentation of awards to outstanding students. Marks will be awarded for the following:

- (a) Appropriate salutation protocols.....3 marks
- (b) Attention grabbers used (anecdotes, humour etc).....5 marks
- (c) Coherence and cohesion.....5 marks
- (d) Lexical resource (use of vocabulary).....5 marks
- (e) Grammatical range and accuracy..... 5 marks
- (f) Appropriate length.....2 marks

QUESTION 4**25 MARKS**

Discuss the different factors one needs to consider when analysing an audience before the delivery of a speech.

QUESTION 5

25 MARKS

Public speaking anxiety is one of the leading causes of ineffective speech delivery. Nearly everyone suffers from some form of performance anxiety. Discuss how you can overcome this and build your confidence to ensure a successful speech delivery.

End of examination question paper

Total: 50 marks



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