



**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

FIRST 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 4 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

- (a) Critically review risks the four types of plagiarism present to public speakers.
(4x5 marks) = 20 marks
- (b) Craft a personal statement attesting to your own credibility as a public speaker. Your statement should explore precautions you would take to avoid each of the four types of plagiarism you have identified in Question 1(a) [4x5 marks] = 20 marks
- (c) Name two examples of famous people who were publicly shamed for plagiarising the speeches of others. Describe the occasions in which the two offenders used the plagiarised speeches, and identify the original speech givers.....5 marks
- (d) Evaluate the case made by some lecturers and students that non-English First Language speakers should be allowed to copy and paste content from other sources, without appropriately citing the content originators.....5 marks

SECTION B: ANSWER TWO QUESTIONS ONLY

Question 2 25 marks

The speech writer and author on public speaking skills, Contavespi, wrote: "All of us are called upon from time to time to give a talk. Most of us flop".

- (a) Identify the six components of *Inventio* and explain how each lays a solid basis for a successful speech. Illustrate how you would use each component to optimise your preparation for the speech(6+6 = 12 marks)
- (b) Explore five common reasons why a speech may "flop", and suggest ways of avoiding each of them.....(5+5= 10 marks)
- (c) Reflect on a person you either know directly (e.g. a Pastor, teacher, leader, neighbour) or that you have experienced indirectly (e.g. politicians on radio/television) that you recall as being good at speaking to people. What did the person say, and more

importantly, how did he or she do it (their style of talking, their initial statements or gestures, etc.)? What was so special about their way of speaking that attracted you?

(3 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

Gregory's textbook on public speaking recommends seven standards for testing the reliability of information.

(a) Apply each of these standards to a speech you gave during this course, illustrating the usefulness of the standards in ensuring the speech's integrity.....14 marks

(b) List and interrogate five critical thinking skills highlighted as necessary in Gregory's guidance on how public speakers should seek integrity.....11 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 your main points to the central idea of the speech9 marks
4. Based on the outline you have prepared in response to (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