



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF COMMERCE, HUMAN SCIENCE AND EDUCATION

DEPARTMENT OF COMMUNICATION AND LANGUAGES

QUALIFICATIONS: BACHELOR OF COMMUNICATION/ BACHELOR OF ENGLISH	
QUALIFICATION CODES: 06BCMM/06BAEN	LEVEL: 6
COURSE CODE: PSA 621S	COURSE: PUBLIC SPEAKING AND ARGUMENTATION
SESSION: NOVEMBER/DECEMBER, 2025	PAPER: (THEORY)
DURATION: THREE HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION	
EXAMINER	DR C PEEL, Ms SALOME
MODERATOR	PROF. MAX MHENE

INSTRUCTIONS	
1.	Answer THREE questions, and kindly note that QUESTION 1 is compulsory.
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

(Compulsory)

50 marks

Reflecting on any feelings of nervousness and self-doubt that you may have experienced as you were preparing for your speech practicals in this course, discuss how you might have used the following strategies to boost your confidence and transform self-doubt.

- (a) The physical strategy10 marks
- (b) The spiritual strategy.....10 marks
- (c) The mental strategy..... 10 marks
- (d) Research.....20 marks

Question 2

25 marks

Honesty is one of the hallmarks of a credible public speaker. Assess the credibility of Donald Trump’s performance during and after the Helsinki summit with Vladimir Putin in 2016. In particular, focus on whether criticisms of Trump’s performance and honesty were justified when:

- a. Trump blindsided his own senior intelligence officers by publicly siding with Putin against US intelligence reports of Russian meddling in US elections.....5 marks
- b. With Washington in uproar, Trump said a day later that his statement was a slip of the tongue: what he had meant to say was that he did not see why it *wouldn’t* be Russia involved in the US election interference.....5 marks
- c. From an Ethics and honesty perspective, write a clarification statement that might have helped President Trump to rectify his remarks after the Helsinki summit.....15 marks

Question 3

25 marks

The Direct Effects/Passive Audience theories of communication assume that audiences passively digest every aspect of a speech’s message. Critique this assumption, and draw on the following two scenarios to support your conclusions:

- a) Interference from “noise” and culture in the extended transactional model by Shannon and Weaver.....15 marks

b). Diverse listening distractions borne out by Dr Paul Cameron’s experiment with a lecture room of learners.....10 marks

Question 4

25 marks

(a) A speaker needs to make the following pre-speech analyses to ensure that the audience benefits optimally from the presentation of the speaker’s content: Demographic analysis, psychographic analysis, situational information, and environmental analysis. Discuss the necessity of undertaking these pre-speech checks and explain what they each involve.....(4x5 = 20 marks)

(b) Suggest three possible circumstances where your pre-speech analyses may prompt you to make changes to the speech.....(5 marks)

Question 5

25 marks

At the first of two funeral ceremonies for the late President of South Africa, Nelson Mandela, jeers from a feisty audience drowned out the keynote speech by then President Jacob Zuma. By the end of the programme, the crowd had become so animated that hardly any of the speakers were audible. It was left to Desmond Tutu, the Retired Archbishop of Cape Town, to deliver the closing prayer. Despite driving rain and an animated audience, Archbishop Tutu used five factors to calm the crowd and bring them to a more respectful silence. What were those factors, and how did Tutu use them?

End of Examination Question Paper

Total: 100 marks