



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF COMMUNICATION AND LANGUAGES

QUALIFICATION: BACHELOR OF COMMUNICATION	
QUALIFICATION CODE: 08BCMh	LEVEL: 8
COURSE CODE: PCC 811S	COURSE: PUBLIC COMMUNICATION
SESSION: MAY/JUNE, 2025	PAPER: (THEORY)
DURATION: THREE HOURS	MARKS: 100

FIRST-OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER	DR C PEEL
MODERATOR	MS. E.M. BROWN

INSTRUCTIONS	
<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. Please write legibly.</p>	

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

With the use of real-life examples from the Namibian context, explain the following factors and how they contribute to political communication:

- (a) Civil public discourse..... (2x5) = 10 marks
- (b) Uncivil public discourse..... (2x5) = 10 marks
- (c) Politics.....(2x5) = 10 marks
- (d) Democracy..... (2x5) = 10 marks
- (e) Negotiation of different interests..... (2x5) = 10 marks

SECTION B: ANSWER TWO QUESTIONS ONLY

Question 2

25 marks

- (a) Identify seven examples of contemporary spin doctors, and explain how their work contributes to political communication (14 marks).
- (b) Thomas Paine’s 1776 publication, *Common Sense*, made a seminal contribution to Public Relations as a political communication tool. Describe how Paine and other United States founding fathers used Public Relations to build the public consensus necessary for a budding nation to form a new kind of government and establish the human rights necessary for the US to survive as a nation. (11 marks).

Question 3

25 marks

A Study by Glasdam, *et al.* (2024) has shown that “the use of social media in healthcare has grown significantly, partly as a trend in time and partly as policymakers have encouraged the implementation of digital patient-clinician interactions”. Identify and discuss five benefits of professional social media use discussed in the above Study. Candidates are required to set out their answers in five sub-sections [5x5 marks].

Question 4

25 marks

- (a) Using the experiences of a teacher, learner or communication professional, discuss some of the benefits and challenges of digital mobile communication use. (10 marks)

- (b) Give examples of how mobile communication can be integrated into your studies, professional work and social life (5 marks)

- (c) Describe three ways of overcoming digital barriers to enhance the efficient use of mobile technologies. (10 marks)

Question 5

25 marks

In his 2024 book, *Life as We Know It (Can Be): Stories of People, Climate and Hope in a Changing World*, Bill Weir articulates in a letter to his offspring, “River”, his regrets that as a generation, he and his peers have failed to bequeath a natural heritage preserved and passed on from previous generations (pp. ix-xvii). Explain how the following three of Weir’s expressions each support the environmental conservation advocacy that he communicates in his narrative.

- 1. “I’m sorry that the Great Barrier Reef is no longer great”9 marks
- 2. “We value Amazon much more than *the* Amazon”9 marks
- 3. “But we were under the spell of Genesis 1:28, a strange urge to carve straight lines out of nature’s curves, and a uniquely human force called “profit motive”. Our impulses were supercharged...Letting go of tidal pools and old growth forests, one starfish and animal fur at a time. It’s called ‘shrinking baseline system’, with each generation passing on a little less Earth to the next...” 7 marks

End of Examination Question Paper

Total: 100 marks