



**PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF COMMUNICATION

QUALIFICATION : BACHELOR OF COMMUNICATION HONOURS	
QUALIFICATION CODE: 08BACOH	LEVEL: 8
COURSE CODE: PCC 811S	COURSE NAME: PUBLIC COMMUNICATION
SESSION: JUNE 2022	PAPER: (PAPER 1)
TIME: 2 HOURS	MARKS: 50

SECOND OPPORTUNITY/SUPPLEMENTARY EXAMINATION QUESTION PAPER	
EXAMINER	DR. C. PEEL
MODERATOR:	Ms EMILY BROWN

<p style="text-align: center;">INSTRUCTIONS</p> <ol style="list-style-type: none">1. This paper has five questions in total. Answer TWO questions.2. Read all the questions carefully before answering them.3. Indicate whether you are a FT, PT or DE student.
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THIS EXAMINATION QUESTION PAPER CONSISTS OF _3_ PAGES (Including this front page)

Question 1

(PCC)

25 marks

Demonstrate how you would execute a successful approach to a speech situation in an unfamiliar community context, using Leach's "interacting approach" to inspire social change among community members. Conceive and describe a scenario for this intervention. In your essay, you will be awarded marks for:

- (a) An explanation of all the required ingredients for an interacting approach [5 marks]
- (b) A description of your speech situation, and your competence to address it [2 marks]
- (c) How you would apply the ingredients of an interacting approach to your speech situation [5 marks]
- (d) Logical sequencing of ideas through well-developed paragraphs to enhance the essay's organisation [5 marks]
- (e) No errors in punctuation, spelling, sentence structure and word usage [5 marks]
- (f) A conclusion that reiterates key findings, and a statement of personal learning [3 marks]

Question 2

25 marks

Demonstrate the importance of ethical behaviour in speech-giving by explaining how you, as a speaker, would avoid the following failures:

- (a) Misleading the audience, disseminating fallacies or delusional information..5 marks
- (b) Stereotypes.....5 marks
- (c) Negative ethnicity: offensive tribal or racial remarks (give examples).....5 marks
- (d) Failure to acknowledge the work of an author you have used.....5 marks
- (e) Failure to respect the customs of the hosting community.....5 marks

Question 3

25 marks

Using appropriate examples, define and illustrate the distinction between effectiveness and appropriateness in interpersonal communication competence.

- (a) Definition of effectiveness, with examples.....7.5 marks
- (b) Definition of appropriateness, with examples.....7.5 marks
- (c) Distinguishing the two in the context of interpersonal communication competence.....10 marks

Question 4

25 marks

Analyse and evaluate the statement that “The concept of the public sphere and the idea of public communication only become meaningful when a medium exists for interaction”.

- (a) Definition and analysis of statement.....10 marks
- (b) How Habermas originally conceived of the public sphere.....10 marks
- (c) Explain the extent to which social media constitute a public sphere.....5 marks

Question 5

25 marks

Name and explain any two theories of public communication – other than Habermas’ public sphere theory – and apply both theories to a media platform of your choice.

- (a) Name and explain two theories.....10 marks
- (b) Application of both theories to media platforms of your choice.....10 marks
- (c) Identify one limitation for each theory.....5 marks

End of examination question paper

Total: 50 marks

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P/Bag 13308
Windhoek
NAMIBIA

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