



**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: JUNE/JULY, 2025	PAPER: (THEORY)
DURATION: THREE HOURS	MARKS: 100

SUPPLEMENTARY/SECOND-OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER	DR C PEEL
MODERATOR	MS. E.M. BROWN

INSTRUCTIONS
<ol style="list-style-type: none">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. <i>Please write legibly.</i>

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

Evaluate Yuval Harari’s (2024) argument that the power of information and its technologies are not necessarily serving humans well. Debate or support Harari’s claims based on your own experience, and use the following points to structure your answer:

- (a) Detailed presentation of Harari’s argument= 10 marks
- (b) Your critique of Harari’s argument.....= 10 marks
- (c) “New technologies like AI that have the potential to escape our control and enslave or annihilate us...” (Harari, 2024:xi, *Nexus*, Fern Press).....= 10 marks
- (d) “We are on the verge of ecological collapse” – What did Harari mean by saying this?.....= 10 marks
- (e) Summarise and critique “the naïve view of information” discussed by Harari..... = 10 marks

SECTION B: ANSWER TWO QUESTIONS ONLY

Question 2

25 marks

- (a) Identify and contrast two messages you have encountered that represent differences between the naïve and more complete historical views of information, and explain how more content does not necessarily mean better engagement..... (14 marks).
- (b) Discuss the merits or demerits of the following statement that “unchecked AI advancement could culminate in a large-scale loss of life...and the marginalisation or even extinction of humanity” (Harari, 2024:xxi).....(11 marks).

Question 3

25 marks

- (a) Discuss, with relevant examples, the benefits of using statistics in your public communication.....(4x2 = 8 marks)
- (b) Account for the importance of evidence in justifying the truthfulness of your messages, giving relevant examples.....(8 marks)
- (c) Why do you think there is less trust in the media across the world today? (4 marks)
- (d) What might media practitioners do to reduce this deficit in trust?..... (5 marks)

Question 4

25 marks

List and explain how enduring traits of media practice (incumbency) help practitioners survive the changes brought about by digitalisation.

Question 5

25 marks

Discuss the possible opportunities and limitations that might face an opposition party that is trying to promote its policies in each of the following types of media platforms:

1. Community radio station.....8 marks
2. Public media in Namibia.....9 marks
3. State media.....8 marks

End of examination question paper

Total: 100 marks