



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF JOURNALISM AND MASS COMMUNICATION
(YIV, SII)

BMC 4216: PUBLIC SPEAKING AND PERSUASION

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2015

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections A & B.
 - Section A is **Compulsory**.
 - Answer any other **Two** questions in Section B.
- This paper consists of Two printed pages*

SECTION A (Compulsory)

QUESTION 1

- a) Distinguish between persuasion and propaganda. **(6 marks)**
- b) Explain the relationship following between the following terms:
- i) Opinions
 - ii) Attitudes
 - iii) Beliefs
- (6 marks)**

- c) Your lecturer has divided you into groups of 5. Your task is to prepare and present a speech on a cause/topic of your choice. Discuss how you would share out tasks among your group members to ensure that everyone plays a role in the presentation. **(6 marks)**
- d) Explain **THREE** guidelines of ethical speechmaking. **(6 marks)**
- e) Discuss **THREE** causes of stagefright. **(6 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

Malaria outbreaks are a common occurrence in your area. As a communication student you have organized a form for villagers to come and learn about the methods of malaria prevention and control. You are the main speaker in this exercise:

- a) Discuss the non verbal cues you would use in order for your presentation to be effective. **(10 marks)**
- b) Explain the persuasion process. **(10 marks)**

QUESTION 3

- a) “Knowing your audience needs and tailoring your message in line with their needs is an important skill that every speaker should possess” through the use of Maslow’s Hierarchy of needs justify this statement. **(10 marks)**
- b) Explain **FIVE** categories of nonverbal cues. **(10 marks)**

QUESTION 4

- a) Explain the importance of audio visual aids in a presentation. **(10 marks)**
- b) Discuss **TEN** challenges a speaker might face while addressing an audience. **(10 marks)**

QUESTION 5

Using examples of public speaking situations you have encountered, explain the following theories.

- a) Attribution theory. **(10 marks)**
- b) Cognitive dissonance theory. **(10 marks)**