



# TECHNICAL UNIVERSITY OF MOMBASA

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SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

**UNIVERSITY EXAMINATION FOR:**

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4216: PUBLIC SPEAKING AND PRESENTATION

END OF SEMESTER EXAMINATION

**SERIES: JUNE** Select series2017

**TIME:2HOURS**

**DATE:**Pick DateSep2017

## Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions

**Do not write on the question paper.**

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## Question ONE

- a) Briefly describe at least **THREE** elements which compose someone 's world view (6marks)
- b) Enumerate with examples **THREE** kinds of visual aids which can be used in a speech. (6marks)
- c) Briefly explain how you might relate each of the following speech topics to your classmates; *illiteracy, bankruptcy, saving for retirement*. (6marks)
- d) The internet is an inexhaustible resource for gathering materials, however not all its materials are credible. How do you evaluate the credibility of internet resources? (6marks)
- e) Briefly discuss **THREE** causes of poor listening in which you have been involved. How did you overcome them? (6marks)

## **Question TWO**

You have been requested by your former secondary school to be among their guests during an occasion to honor their former students. Illustrate the methods you can engage in to choose a topic for your speech. (20marks)

## **Question THREE**

Below is a list of topics; *Technology, Politics, Music, Crime, Prejudice, Health, Education, Sports, Science*. Choose three and for each of the three compose two specific purpose statements one for informative and one for a persuasive speech as well as a central idea for each. (20marks)

## **Question FOUR**

- a) Explain how you would analyze the audience to which you have been called to give a speech. (10marks)
- b) Organization of main points gives your speech coherence. Using examples, discuss 5 ways you would organize the main points in a speech. (10marks)

## **Question FIVE**

Over 2000 years ago, Aristotle and Cicero came up with some basic tenets on public speaking which are still true today. Using relevant examples discuss their contribution to the art and science of public speaking. (20marks)