



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of Communication Studies

UNIVERSITY EXAMINATION FOR:
BACHELOR OF JOURNALISM AND MASS COMMUNICATION
BACHELOR OF BROADCAST JOURNALISM
HBJ 4211: PUBLIC SPEAKING AND PRESENTATION
END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2024

TIME: 2 HOURS

DATE: Pick DateDec 2024

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.

QUESTION ONE

- a) Describe any five functions of nonverbal messages in public speaking. (10 marks)
- b) Explain five reasons why presentation aids are important in public speaking.
(10 marks)
- c) An effective speaker must also be a good listener. Discuss five hindrances to effective listening and how you can overcome each. (10 marks)

QUESTION TWO

- a) Describe the following theories of persuasion:
 - i) Attitude change theory
 - ii) Belief-hierarchy theory(10 marks)

- b) Explain any three styles of public speaking highlighting when you would use each of them. (10 marks)

QUESTION THREE

- a) Explain any five instances that would inform the purpose of your public speaking. (10 marks)
- b) Describe any four sources of information that you would get your speech materials from. (10 marks)

QUESTIONS FOUR

- a) Explain any four figures of speech that can make your speech vivid. (10 marks)
- a) Discuss three approaches you will adopt when paraphrasing your speech. (10 marks)

QUESTION FIVE

- a) Discuss the following concepts as used in public speaking:
- i) Logos
 - ii) Pathos
 - iii) Ethos
- (12 marks)
- b) Explain any four factors you will consider when creating and using a presentation aids. (8 marks)



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HMC 4307: COMMUNICATION RESEARCH METHODS
END OF SEMESTER EXAMINATION
MARKING SCHEME**

QUESTION ONE

a) Functions of nonverbal messages in public speaking

- i) Accents
- ii) Regulates
- iii) Substitutes
- iv) Complements
- v) Repeating
- vi) Contradicts

(Award 2 marks for any five correct points $2*5=10$ marks)

b) Importance of presentation aids in public speaking

- i) Gaining attention and maintaining interest.
- ii) Adding clarity.
- iii) Reinforcing your message.
- iv) Contributing to your credibility and confidence.
- v) Reducing apprehension.
- vi) Offering evidence

(Award 2 marks for any five correct points $2*5=10$ marks)

c) Hindrances to effective listening

- i) Environmental distractions
- ii) Pride
- iii) Assumptions
- iv) Close mindedness
- v) Defensiveness
- vi) Pre-judgments
- vii) Wondering minds

(Award 2 marks for any five correct points $2*5=10$ marks)

QUESTION TWO

a) Theories of persuasion

i. Attitude Change theory

Attitude change theories assume that our behaviour is determined by our attitude to certain ideas, people or products. If we feel strongly about environmental conservation, we will have a negative attitude towards environmental pollution. This will prompt certain kinds of behaviour: we will pick up the litter that others threw around, dispose of our own litter, teach our kids not to litter and campaign for antipollution legislation.

ii. Belief-hierarchy theory

Rokeach and Rothman's (1965) belief-hierarchy theory is relevant particularly to persuasion situations where people are so committed to a particular viewpoint that their self-concepts enter into it. It goes much further than the other consistency theories to accommodate the complex medley of human attitudes, beliefs and values.

Choosing between two brands of detergent does not ask much from a person, so it is relatively easy to persuade people to change to another brand. But when it comes to something like religious beliefs, there is much more at stake, in the sense that what people are and how they perceive themselves enter into it. Hence it is not so easy to persuade them that the religious beliefs that they grew up with and are personally involved with can change.

(Award 3 marks for explanation and 2 marks for illustration, $5 \times 2 = 10$ marks)

b) Styles of public speaking

- i) Manuscript
- ii) Extemporaneous
- iii) Impromptu
- iv) Memorized

(Award $2 \frac{1}{2}$ marks for correctly explained point, $2 \frac{1}{2} \times 4 = 10$ marks)

QUESTION THREE

a) Instances that would inform the purpose of your public speaking

- i) To inform
- ii) To entertain
- iii) To persuade
- iv) To eulogize
- v) To pay tribute
- vi) To introduce
- vii) To inspire

(Award 2 marks for any 5 correctly explained points, $2 \times 5 = 10$ marks)

b) Sources of information that you would get your speech materials from.

- i) The web
- ii) The government
- iii) Libraries
- iv) Scholarly and popular journals
- v) Experts
- vi) Field work

(Award 2 marks for any five correctly explained points, $2 \times 5 = 10$ marks)

QUESTION FOUR

a) Figures of speech that can make your speech vivid.

- i) **Alliteration** is repeating the first letter or sound of words that are close together. “John is cool, calm and collected”.
- ii) **Antithesis** is putting contrasting ideas together. See these examples: “Many are called, but few are chosen”.
- iii) **Hyperbole** is a deliberate exaggeration used for effect, as in the example in the prescribed book – nobody is really bigger than a house!
- iv) **Personification** is to give something non-human characteristics. The constitution is not alive but saying that it will “live forever” vividly conveys the speaker’s idea of permanence.
- v) **A rhetorical question** is one to which no answer is required. It is used for effect – for example, to attract the audience’s attention in the introduction to a speech.

(Award 2 marks for the explanation, ½ mark for illustration, 2 ½ *4=10 marks)

b) Approaches adopted when paraphrasing your speech

- i) Understand the context of what you are paraphrasing:
- ii) Use “semantic” paraphrasing:
- iii) Use “syntactic” paraphrasing:
- iv) Rewrite the paraphrased version:

(Award 2 marks for the explanation, ½ mark for illustration, 2 ½ *4=10 marks)

QUESTION FIVE

a) Explanation of terms

- i) Logos - using logic and evidence (support material) to prove you are correct and gain support
- ii) Pathos- using emotions to get support
- iii) Ethos - using credibility to get support (either your own credibility or that of your sources)

(Award 3 marks for explanation, 1 mark for illustration, 4*3=12 marks)

b) Factors you will consider when creating and using a presentation aids

- i) Know your aids intimately.
- ii) Stress relevance.
- iii) Stress clarity.
- iv) Rehearse your speech with the presentation aids incorporated into the presentation.
- v) Integrate presentation aids into your speech seamlessly.
- vi) Use the templates provided by the software.
- vii) Use consistent typeface, size, and color.
- viii) Be brief and simple.
- ix) Anticipate technical problems.

(Award 2 marks for any four correct points 2*4=8 marks)