



# TECHNICAL UNIVERSITY OF MOMBASA

*Faculty of Business & Social Studies*

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R III)

**BMC 2206: PUBLIC SPEAKING**

END OF SEMESTER EXAMINATIONS

**SERIES:** APRIL 2014

**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 Three printed pages.***

## SECTION A (Compulsory)

### QUESTION 1

- a) List any **FOUR** methods of delivery. (4 marks)
- b) Describe good delivery of any speech. (5 marks)
- c) List any **FIVE** types of speeches. (5 marks)
- d) Outline any **THREE** guidelines for ethical speechmaking. (6 marks)
- e) List the causes of poor listening. (4 marks)
- f) Analyse any **THREE** differences between normal conversation and speech. (6 marks)

## SECTION B (Answer any TWO questions)

### QUESTION 2

- a) Discuss the **FOUR** methods of persuasion as used in speechmaking and delivery. (8 marks)
- b) You are interested in the post of Chairman in your Student's Union, TUMSO. Prepare a page-long speech addressing the key issues that you intend to handle if elected. (12 marks)

### QUESTION 3

World cancer day is just around the corner. Several hospitals within Mombasa have come together to organize a cancer awareness session for the general public. You have been chosen as one of the guests to present a speech on the big day. Preparing for your speech is imperative. Detail the steps you would follow to prepare for this speech, carefully identifying the materials you would use to gather information and your supporting ideas. (20 marks)

### QUESTION 4

Felicia Robinson is running for school board in a large eastern city. Her opponent is conducting what Felicia regards as a highly unethical campaign. In addition to twisting the facts about school taxes, the Opponent is pandering to racial prejudice by raising resentment against African Americans and newly arrived immigrants.

Five days before the election, Felicia, who is slightly behind in the polls, learns that the district attorney is preparing to indict her opponent for shady business practices. But the indictment will not be formally issued until after the election. Nor can it be taken as evidence that her opponent is guilty-like all citizens, he has the right to be presumed innocent until proven otherwise.

Still, news of the indictment could be enough to throw the election Felicia's way, and her advisers urge her to make it an issue in her remaining campaign speeches.

[Adapted from The Art of Public Speaking by Stephen E. Lucas]

- a) Explain the most ethical course of action that Felicia Robinson should take in this case. (10 marks)
- b) Outline any **THREE** ethical guidelines concerning the listener. (3 marks)

c) Discuss the concept of interference in speech delivery.

**(7 marks)**