

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF

COMM 243: PUBLIC SPEAKING

STREAMS:

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 07/07/2021

2.30 P.M. – 5.30 P.M.

INSTRUCTIONS:

- Attempt question one and any other two
- The exam takes two hours

QUESTION ONE 30 MARKS (COMPULSORY)

Prepare a 700-word persuasive speech of a topic of your choice using the Monroe's Motivated Sequence. (30 marks)

QUESTION TWO

Compare and contrast public speaking and normal conversation. (20 marks)

QUESTION THREE

- (a) Discuss Lucas, (2007) seven elements involved in any kind of a communication speech. (14 marks)
- (b) Outline six Olivia Mitchell's points public speakers need to know before making a presentation. (6 marks)

QUESTION FOUR

- (a) Assume you are a health communication expert in the Ministry of Health in Kenya. Come up with an outline of a public speech on the ravages of the COVID-19 disease in

the country by providing the following components; **topic, central idea, general purpose, specific purpose, target audience for speech.** (12 marks)

(b) Explain the following four concepts as they relate to audience in speech representations; **audience analysis, situational analysis, demographic analysis, psychographic analysis.** (8 marks)

QUESTION FIVE

(a) Discuss four basic stylistic devices that presenters can use to enhance the rhythm of language hence strengthening the impact of their speeches. (8 marks)

(b) Analyze four basic methods of delivering a speech. In your response elaborate the strengths and weaknesses for each. (10 marks)

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