



KARATINA UNIVERSITY
UNIVERSITY EXAMINATIONS
SECOND YEAR, SECOND SEMESTER EXAMINATION
2024/2025 ACADEMIC YEAR

FOR THE DEGREE:
BACHELOR OF SCIENCE IN COMMUNICATION AND
PUBLIC RELATIONS

COURSE CODE: CCM 211

COURSE TITLE: PUBLIC SPEAKING

DATE: 23/04/2025

TIME: 12.00PM - 2.00PM

INSTRUCTION TO CANDIDATES

SEE INSIDE

CCM 211-PUBLIC SPEAKING

Answer four Questions, question one is compulsory

1) The United Nations has organized a Youth conference in Africa to discuss the conflicts that are emerging between the government and the citizens. The concern is that the governments are not listening to the needs of the people especially the young ones who make 70 per cent of the population.

a) The UN has invited you to speak about the *Role Of The Youth Especially The Gen Zs In Political And Economic Development Of African Countries*. Write an outline for your speech (10 marks).

b) Write a one page speech based on the above topic. (10 marks).

c) Using relevant examples, explain the reasons why public speakers should avoid ethnocentrism when addressing audiences with different cultural, racial or ethnic background (5 marks).

2). Use the image below to assist you to answer the following questions. Model of Communication.

William McGuire's Model Of Persuasion (6 Steps)



a) Using relevant examples, demonstrate how one can use McGuire's model shown above in persuasive Public speaking (10 marks).

b) Using appropriate examples, demonstrate the importance of public speaking in our lives(5 marks).

3a) Using relevant examples, discuss three basic guidelines of ethical listening (6 marks).

b). Demonstrate how a speaker can use five Bodily Aspects of Presentation to enhance his/her speech delivery (9 marks).

4a) With relevant examples discuss four modes of speech delivery and name the advantages and disadvantages of each one of them.(8 marks)

b). Lucas(2015) says that ‘ The Art of Public Speaking’ has changed over the years in response to changes in technology, student demographics, and instructional needs. But it has never lost sight of the fact that the most important part of speaking is thinking. The ability to think critically is vital to a world in which personality and image too often substitute for thought and substance. Discuss the role of technology in public speaking (7 marks).

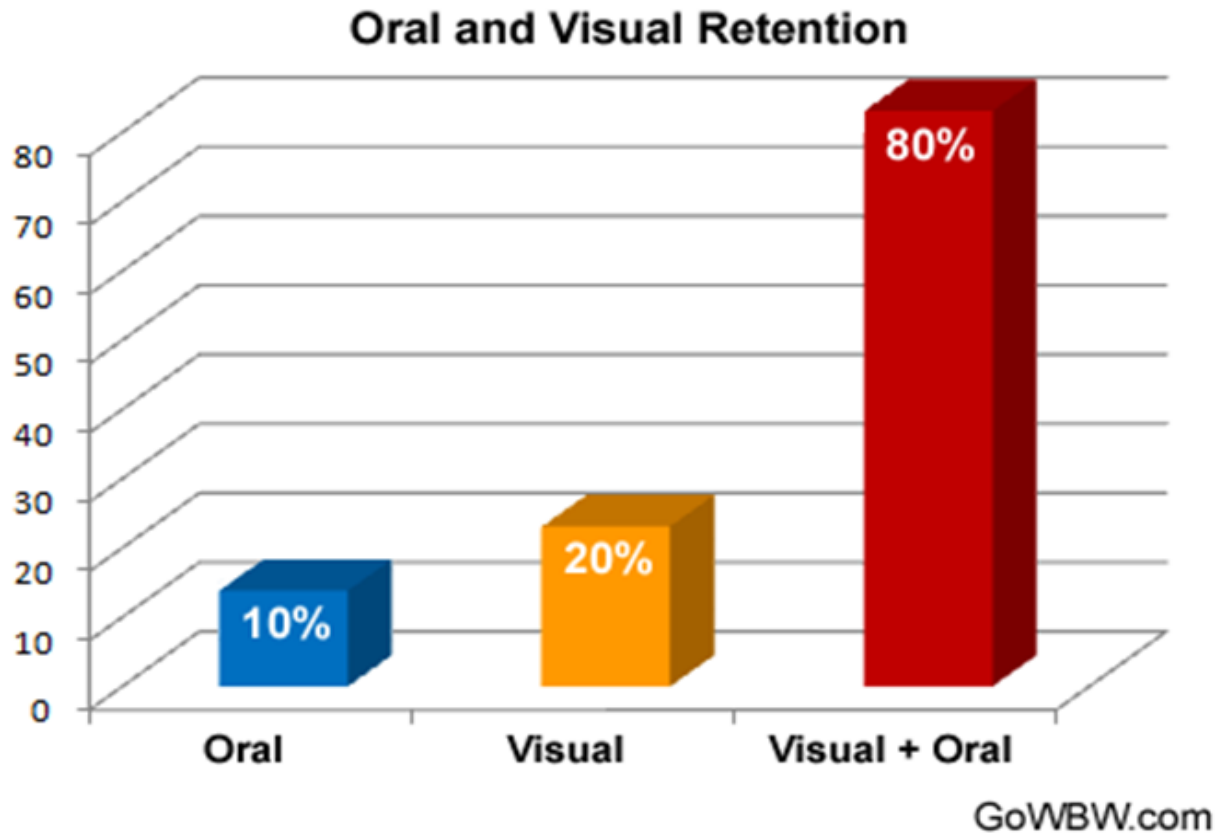
5) Use the image below to answer the following questions:



a) Using relevant examples, demonstrate the relevance of the analysis of the elements shown in the image to public speaking. (10 marks).

b) With examples, explain the function of language in Public Speaking. (5 marks).

6a)



a) Peroneal (2021) states that the above elements must be balanced when engaging in Public speaking. Give five examples of how you can balance this during a public speaking event whereby the listeners will sit for an examination (10 marks)

b) With examples briefly discuss the merits and demerits of digital audio visual tool such as You Tube and Zoom. (5 marks).