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UNIVERSITY EXAMINATIONS

**2021/2022 ACADEMIC YEAR
THIRD YEAR FIRST SEMESTER**

SPECIAL/SUPPLEMENTARY EXAMINATION

**FOR THE DEGREE OF BACHELOR OF JOURNALISM AND
MASS COMMUNICATION**

COURSE CODE: JMC 312

COURSE TITLE: NON-VERBAL COMMUNICATION & PUBLIC SPEAKING

DATE: 16TH NOVEMBER, 2022 TIME: 11.00AM - 1.00PM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** Questions

TIME: 2 Hours

This Paper Consists of 2 Printed Pages. Please Turn Over. ►

QUESTION ONE - COMPULSORY (30 MARKS)

- a) Using any model of communication, explain the communication process. (5 marks)
- b) In your own words, define public speaking and explain why it is an important course for a journalism student. (5 marks)
- c) Distinguish public speaking from other modes of communication. (4 marks)
- d) List 4 barriers to public speaking and propose ways of overcoming them. (8 marks)
- e) Explain 4 reasons why an effective public speaker should engage in audience analysis. (4 mks)
- f) Define the following terms as used in persuasive communication studies: logos, ethos, pathos and rhetoric. (4 marks)

QUESTION TWO (20 MARKS)

Discuss any ONE of the following speech types by defining it, giving its characteristics, where it is used, its function and write a brief sample of your choice speech type.

- a) Informative speech
- b) Persuasive speech
- c) Entertaining speech
- d) Special occasion speech

QUESTION THREE (20 MARKS)

Anxiety during public speaking can be overcome by engaging in mental, physical, contextual and speech preparation. Using examples, explain how this can be done.

QUESTION FOUR (20 MARKS)

- (a) Explain reasons why presentation aids are important in public speaking. (10 marks)
- (b) Explain the correct use of various types of presentation aids. (10 marks)