

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

2ND SEMESTER 2023/2024 ACADEMIC YEAR

SECOND YEAR EXAMINATION FOR BACHELOR OF COMMUNICATION AND MEDIA STUDIES

COMM 223: PUBLIC SPEAKING

STREAM: R

TIME: 2 HRS

DAY: MONDAY (8.30-10.30AM)

DATE: 15/4/24

THIS QUESTION PAPER CONSISTS OF THREE (3 PAGES)

PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.



INSTRUCTIONS: Answer question **ONE** and any other **TWO** questions

QUESTION ONE (30 MARKS)

- a) Using the speech title: “The Youth Agenda in Kenya ”
 - i. Provide a thesis statement for the above topic. (2mks)
 - ii. Give the purpose statement for the above topic. (2mks)
 - iii. Write an introduction for the above speech in a paragraph or so. (6mks)
 - iv. In one paragraph, write the conclusion of this speech (4mks)
- b) Explain credibility as used in public speaking. State any two ways of gaining credibility. (4mks)
- c) Expound on any three aspects of non-verbal delivery of a speech. (9mks)
- d) Distinguish Extemporaneous delivery of speech and manuscript delivery of speech (3mks)

QUESTION TWO (20 MARKS)

- a) There are five components of ‘worldview’ as an element of communication , elaborate :
 - i) Epistemology (5mks)
 - ii) Ontology (5mks)
 - iii) Axiology (5mks)
- b) Discuss ethics as it relates to public speaking. (5mks)

QUESTION THREE (20 MARKS)

- a) Differentiate listening from hearing. (4mks)
- b) State any three types of listening. (3mks)
- c) Give any four components of effective listening. (4mks)



- d) Explain the Elocutionary movement as it relates to public speaking. (5mks)
- e) State any four speaking competencies (4mks)

QUESTION FOUR (20 MARKS)

Discuss the five major parts used to explain the study and practice of rhetoric/public speaking. (20mks)

QUESTION FIVE (20 MARKS)

- a) What is the purpose of an Introduction and Conclusion? (6mks)
- b) What are signposts in a speech? (2mks)
- c) Elaborate on any three organisational styles in crafting the body of the speech and for each style give an example of a speech that would best suit it. (12mks)

