

FIRST YEAR EXAMINATIONS FOR THE AWARD OF THE DIPLOMA IN JOURNALISM & MASS COMMUNICATION (Y1 S2)

DJM 0113: PUBLIC SPEAKING

INSTRUCTIONS

Answer Question One and Any Other 2 Questions

Question 1

- a) Discuss aristotle's 3 methods of persuasion (10 mks)
- b) Explain the various steps involved in speech preparation (10 mks)
- c) With relevant examples discuss at least five types of speech (10 mks)

Question 2

Explain **FIVE** ways you may use to evaluate your audience after delivering your speech (10 mks)

Outline various strategies for selecting a topic of choice(10 mks)

Question 3

- a) Discuss **FIVE** elements in audience analysis (10 mks)
- b) State **FIVE** advantages of oral communication over written communication to an audience (10 mks)

Question 4 (20 Marks)

- a. Discuss **FOUR** methods one can employ in delivering his/her speech (8 marks)
- b. Explain the **THREE** parts of a speech (12 marks)

Question 5

- a. Explain atleast **SIX** principles that should govern a public speaker (12 mks)
- b. Outline any **FOUR** types of supporting materials you may use when designing your speech (8 mks)

