

**UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM And
MASS COMMUNICATION**

FINAL EXAMINATION 2007

TITLE OF PAPER: SPEECH COMMUNICATION

COURSE CODE: BAE 306

TIME ALLOWED: THREE (3) HOURS

INSTRUCTIONS:

- 1. Answer Question 1 any three (3) other questions*
- 2. This paper consists of two pages, cover page included.*

**THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN
GRANTED BY THE INVIGILATOR**

Question 1

A number of speakers experience nervousness when they give a speech.

- (a) What are the main reasons for speakers' nervousness? (4 marks)
 - (b) Why are fear and nervousness beneficial to the public speakers? (2 marks)
 - (c) What are the guidelines for controlling nervousness? (14 marks)
- Total: (20 marks)

Question 2

A model of the speech communication process in formal speaking situations gives a clear indication of how speaking and communicating are not the same thing. Draw the model indicating:

- (a) The various components. (5 marks)
 - (b) Give a clear description of each of the components of the speech communication process. (5 marks)
- Total: (10 marks)

Question 3

- (a) Why should you take notes whenever you listen to a speech? (3 marks)
 - (b) When you evaluate a speech, how should you handle both the positive and negative aspects that you observe? (7 marks)
- Total: (10 marks)

Question 4

What do you understand by the following terms:

- (a) Audience-centered speaker. (2 marks)
 - (b) Audience analysis. (2 marks)
 - (c) Adaptation. (2 marks)
 - (d) Customize. (2 marks)
 - (e) Ethical Issues. (2 marks)
- Total: (10 marks)

Question 5

Describe guidelines for the central idea in a speech.

(10 marks)

Question 6

There is a vast array of powerful resources available to a researcher who is preparing a speech. Describe the most useful of these resources.

(10 marks)