

**UNIVERSITY OF SWAZILAND  
FACULTY OF EDUCATION**

**DEPARTMENT OF ADULT EDUCATION**

**FINAL EXAMINATION MAY 2009**

TITLE OF PAPER : SPEECH COMMUNICATION  
COURSE CODE : BAE 306  
TIME ALLOWED : THREE (3) HOURS  
INSTRUCTIONS :  
1. Answer Question 1 and any three (3) other questions  
2. This paper consists of three pages, cover page included.

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

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**QUESTION 1 [COMPULSORY]**

In his "Public Speaking" book, Hamilton Gregory has outlined the speech communication process. Give a detailed outline of:

- (a) A model of the speech communication process in formal speaking situations. [10 marks]
- (b) The speech communication process in informal speaking situations. [10 marks]

**Total = [20 marks]**

Make sure you illustrate your outlines with drawing.

**QUESTION 2**

Define the following terms which are frequently used in speaking situations;

- (a) Audience – centred speaker (b) Audience analysis (c) Adaptation (d) Customize (e) Attitudes (f) Brainstorming (g) General purpose (h) Specific purpose (i) Infinitive (j) central idea [10 marks]

**QUESTION 3**

Explain in detail how to listen effectively when a speech is being delivered. [10 marks]

**QUESTION 4**

Hamilton Geogory has given guidelines for:

- (a) The Central Idea
  - (b) For controlling nervousness
- Explain the guidelines outlined by the author [10 marks]

**QUESTION 5**

Why are communication skills important to your career? [10 marks]

**QUESTION 6**

**“When using material created by others, avoid the ethical and legal pitfalls of plagiarism and copyright infringement” Bearing this in mind, explain the following words/phrases:**

- (a) Plagiarism
- (b) Oral footnote
- (c) Copyright infringement
- (d) Public domain
- (e) Fair use
- (f) Royalty-free material
- (g) Domain
- (h) Anecdote
- (i) Testimonial
- (j) Opinion

**[10 marks]**