

**UNIVERSITY OF SWAZILAND
FACULTY OF EDUCATION**



DEPARTMENT OF ADULT EDUCATION

FINAL EXAMINATION MAY 2010

- 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 – centered 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 for a and b [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]