

UNIVERSITY OF SWAZILAND
INSTITUTE OF DISTANCE EDUCATION
Bachelor of Education (Adult Education)
2010/2011 Session
EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: **Speech Communication**

COURSE CODE: **BAE 306**

TIME ALLOWED: **THREE (3) HOURS**

INSTRUCTIONS:

1. Answer **FOUR (4)** questions.
2. Number 1 is **COMPULSORY**
3. Write **legibly**, that is, **boldly and clearly**.
4. Evince the principles of **composition and grammar**.

THIS PAPER SHOULD NOT BE OPENED UNTIL PERMISSION HAS BEEN GRANTED
BY THE INVIGILATOR.

BAE 414: Speech Communication I

1. Answer **A** or **B**. **(30 marks)**
 - A: Dell Hymes uses the acronym, SPEAKING, to capture the essential factors that are involved in *speech communication*, or *speech*, for short.
 - (i) **State** what each letter of the acronym stands for. **(5 marks)**
 - (ii) **Explain** in very clear terms what FIVE of the factors entail. **(15 marks)**
 - (iii) **Give** two examples of *speech events*, and then enumerate the *speech acts* that each event comprises. **(10 marks)**
 - B: Public speaking involves making different types of *speech*, but the process of writing them is the same.
 - (i) **Identify** and **explain** the main types of speech. **(15 marks)**
 - (ii) **Describe** and **exemplify** (that is, give an example of) the steps/activities involved in writing a speech. **(15 marks)**
2. Speech occurs in sundry *situations*. **Illustrate** how Paul Deutschmann classifies communication situations, and **state** one form of speech that occurs in each of the situations. **(10 marks)**
3. Assume you have been invited to make a public speech. **Choose** a subject and **develop** an outline for your speech. **(10 marks)**
4. **Identify** the cardinal requirements of speech communication and **explain** each of them, with examples. **(10 marks)**
5. One diverse form of speech communication is the *interview*. **Identify** FIVE types of interview and **comment on** the importance of interviews for organisations. **(10 marks)**
6. Two very common forms of speech communication are the *conversation* and the *interview*. **Examine** the nature of conversation OR interview and **describe** one conversation or interview that you can never forget. **(10 marks)**