



*(Knowledge for Development)*

# **KIBABII UNIVERSITY**

## **UNIVERSITY EXAMINATIONS**

**2021/2022 ACADEMIC YEAR**  
**THIRD YEAR FIRST SEMESTER**

### **MAIN EXAMINATION**

**FOR THE DEGREE OF BACHELOR OF JOURNALISM AND  
MASS COMMUNICATION**

**COURSE CODE: JMC 312**

**COURSE TITLE: NON-VERBAL COMMUNICATION & PUBLIC SPEAKING**

**DATE: 19/5/2022**

**TIME: 2:00- 4:00 PM**

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#### **INSTRUCTION TO CANDIDATES**

Answer Question **ONE** and any other **TWO** Questions

**TIME: 2 Hours**

*This Paper Consists of 2 Printed Pages. Please Turn Over.* ►

**KIBU** observes **ZERO** tolerance to examination cheating

### **QUESTION ONE –COMPULSORY -30 MARKS**

- a) Explain why public speaking is interactional communication (5mks)
- b) In your own words, define public speaking and explain why it is important for your future career as a journalist (6mks)
- c) Differentiate between informative, persuasive and entertaining speeches (6mks)
- d) Identify and explain 5 strategies you can use to reduce anxiety during public speaking (5mks)
- e) Explain the importance of speech preparation (5mks)
- f) Define the following terms used in public speaking: Ethos, Logos and Pathos (3mks)

### **QUESTION TWO -20 MARKS**

Using the knowledge gained from this course, write out a speech on any of the following topics:

- (i) Social media and the Kenyan youth
- (ii) Campus relationships: are they worthy?
- (iii) Any other topic of interest

### **QUESTION THREE – 20 MARKS**

Your course-mate is preparing a speech on a topic of interest and seeks your advice on:

- a) Sources of information
- b) *Inform gathering skills*

### **QUESTION FOUR – 20 MARKS**

You have been asked to investigate the issue of domestic violence:

- a) Write your speech purpose (2mks)
- b) Write down your speech thesis/speech idea (2mks)
- c) List 6 things you would do/say to ensure ethical speaking (6mks)
- d) Write the introductory paragraph of your speech (5mks)
- e) Identify one visual aid you would use and support your choice (5mks)