



*(Knowledge for Development)*

# **KIBABII UNIVERSITY**

## **UNIVERSITY EXAMINATIONS**

**2022/2023 ACADEMIC YEAR**

**THIRD YEAR FIRST SEMESTER**

### **SPPECIAL/SUPPLEMENTARY EXAMINATION**

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

**COURSE CODE: JMC 312**

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

**DATE: 8<sup>TH</sup> AUGUST, 2023**

**TIME: 2.00 - 4.00PM**

#### **INSTRUCTION TO CANDIDATES**

Answer Question **ONE** and any other **TWO** Questions. Avoid duplication of materials.

**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) Using any model of communication, explain the communication process. (5 marks)
- b) In your own words, define public speaking and explain why it is an important course for a journalism student. (5 marks)
- c) Distinguish public speaking from other modes of communication. (4 marks)
- d) List 4 barriers to public speaking and propose ways of overcoming them. (8 marks)
- e) Explain 4 reasons why an effective public speaker should engage in audience analysis. (4 mks)
- f) Define the following terms as used in persuasive communication studies: logos, ethos, pathos and rhetoric. (4 marks)

**QUESTION TWO (20 MARKS)**

Discuss any ONE of the following speech types by defining it, giving its characteristics, where it is used, its function and write a brief sample of your choice speech type.

- a) Informative speech
- b) Persuasive speech
- c) Entertaining speech
- d) Special occasion speech

**QUESTION THREE (20 MARKS)**

Anxiety during public speaking can be overcome by engaging in mental, physical, contextual and speech preparation. Using examples, explain how this can be done.

**QUESTION FOUR (20 MARKS)**

- (a) Explain reasons why presentation aids are important in public speaking. (10 marks)
- (b) Explain the correct use of various types of presentation aids. (10 marks)