



**CHRISTIAN SERVICE UNIVERSITY COLLEGE
KUMASI, GHANA**

**FACULTY OF HUMANITIES
DEPARTMENT OF COMMUNICATION STUDIES
BACHELOR OF ARTS IN COMMUNICATION
End of First Semester Examination, 2021/22 Academic Year**

LEVEL 300 REGULAR, EVENING & WEEKEND SCHOOL

BACS 307: PUBLIC SPEAKING

JANUARY, 2022

(70 MARKS)

TIME: 2 HOURS, 30 MINUTES

INSTRUCTION TO CANDIDATES:

- ANSWER ONE (1) AND ANY OTHER TWO QUESTIONS
- MARKS WILL BE AWARDED FOR CLARITY OF EXPRESSION OF IDEAS AND GRAMMAR
- BEGIN EACH QUESTION ON A FRESH PAGE

Examiner: Justice Boffah Pokumensah

QUESTION 1

In the light of recent public outcry on the use of abusive language in the media by political analysts, suggest guidelines on how public speakers can ensure ethical speaking in the public sphere that will promote national cohesion and integration. **(30 Marks)**

QUESTION 2

With the aid of relevant and practical examples, discuss the process of listening as suggested by Devito (2003). **(20 Marks)**

QUESTION 3

Dr. Aliguntugui is medical practitioner at Kuntunase Community Clinic and has been invited to speak on the topic: "The importance of maintaining healthy eating lifestyle". Discuss the three kinds of analysis that need to be carried out by Dr. Aliguntugui in the preparation of the speech. **(20 Marks)**

QUESTION 4

With the help of relevant examples, discuss the similarities and differences between public speaking and conversations. **(20 Marks)**

QUESTION 5

Briefly discuss seven guiding principles that your fellow students can use to effectively critique speeches of all forms. **(20 Marks)**