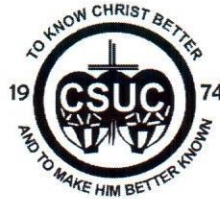


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CHRISTIAN SERVICE UNIVERSITY COLLEGE
KUMASI

FACULTY OF HUMANITIES

DEPARTMENT OF COMMUNICATION STUDIES

BACHELOR OF ARTS IN COMMUNICATION

End of First Semester Examinations, 2021/2022 Academic Year

Level 400

BACS 421: SPEECH WRITING AND PRESENTATION

JANUARY 2022

[70marks]

TIME: 2hrs 30minutes

INSTRUCTIONS TO CANDIDATES

Provide all answer in the **booklet** provided

Answer **TWO QUESTIONS** from **SECTION A** and attempt all questions in **SECTION B**.

Note: Marks will be awarded for clarity of expression (grammar) and logical presentation of facts.

Write your index number clearly at the top of the question paper

SECTION A [40 MARKS]

1. a) What is formality? (2marks)
b) "There is a high degree of distance and politeness which is exhibited in the mechanics of writing particular features of language." Discuss five of these features of language at the formal. (15marks)
2. a) What is creative writing? (2marks)
b) "In exploring ideas for creative writing one needs to adopt certain skills." Discuss five of them with clear examples. (15 marks)
3. a) What is the difference between inspirational and motivational speech? (2 marks)
b) According to Tony Jeary, audiences have subtle unconscious desires which when appealed to will help win participants over in one's presentation. Discuss five of these subtle unconscious desires. Give good examples to illustrate your answer. (15 marks)
4. a) What is refutation as an element of an argument? (2marks)
b) Discuss how one can lead one's audiences or readers to follow one's arguments and to leave them convinced.

SECTION B [30MARKS]

5. Combining effective sentences involves certain skills. Mention five of them..
 - a.
 - b.
 - c.
 - d.
 - e.

There are certain established benchmarks which one uses as a speech coach. Mention 3 of these benchmarks:

6.
7.
8.

To improve one's diction for any presentation, one needs practical guidelines. Mention three of them.

9.
10.
11.

Formality is an observable interactive behaviour which can be experimented and measured by certain human interactions. Mention 5 of these interactive behaviours

- 12.
- 13.
- 14.
- 15.
- 16.

Formal style or level also involves a strict adherence to the rules of spelling. These are:

- 17.
- 18.

There are options to use to avoid the use of the myth of generic 'he' in order to become gender-inclusive. Mention these options.

- 19.
- 20.
- 21.

Name the 3 different kinds of arguments

- 22.
- 23.
- 24.

Narration is the process or art of telling a story. The 3 features of narration are:

- 25.
- 26.
- 27.

What will you consider appropriate when you are to prepare a speech at the preparatory stage. Mention four of them.

- 28.
- 29.
- 30.
- 31.