



BOWEN UNIVERSITY, IWO
COLLEGE OF COMPUTING & COMMUNICATION
STUDIES
COMMUNICATION ARTS PROGRAMME
2022/2023 SECOND SEMESTER EXAMINATION

COURSE TITLE: PUBLIC SPEAKING I COURSE CODE: CMA 130

June, 2023

TIME ALLOWED: 3 HOURS ONLY

INSTRUCTION: Answer any 3 Questions in all. Question 1 is compulsory. Good use of English language is crucial for this examination.

1. Recall that at the last class, we agreed that you should come up with any speech of your choice, to be presented after this examination, to a group of audience. I like to assume that this was attempted. Now, you have the opportunity to render the speech. Write out the speech, very elaborately. **- 30 Marks**
2. Identify four public speakers known to you. Comment on any of their speeches that you have listened to or watched in recent times. What do you particularly like about the way the speeches were presented and why? **- 20 Marks**
3. Identify the similarities and the differences that exist between public speaking and conversation. Which is more formal and why? **-20 Marks**
4. Assume that as a Student Leader, you have the opportunity to address the students at the University Chapel on matters relating to their attendance at the Thursday weekly Fellowships. How would you get them to listen to you, considering that you had two weeks to prepare before giving the speech? **-20 Marks**
5. How important are the Audience in public speaking? Identify and discuss the issues in Demographic Audience Analysis. List and explain briefly, some technologies that a speaker might use to get the attention of the audience. **-20 Marks**
6. Differentiate with relevant examples, between Captive Audience and Voluntary Audience. What type of audience are Bowen students when they are asked to go to chapel on a Wednesday and on a Sunday? Identify other events in Bowen University where these types of audience converge from time to time. **-20 Marks**
7. What is ethics and why is ethics important in public speaking? Enumerate five guidelines for ethical public speaking. **-20 Marks**
8. Write short but powerful notes on the following:
 - a. Global Plagiarism
 - b. Patchwork Plagiarism
 - c. Incremental Plagiarism
 - d. Plagiarism and the Internet**- 20 Marks**