



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

MAIN EXAMINATION

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MAY – JULY 2018 TRIMESTER

CENTRE FOR SOCIAL JUSTICE AND ETHICS

DIPLOMA IN GOVERNANCE, LEADERSHIP AND ELECTIONS

GLE 112: COMMUNICATION AND PUBLIC SPEAKING

Date: MAY 2018

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions

- Q1. a) Briefly describe each of the following models of communication:
- i) Linear Model
 - ii) Interactional Model
 - iii) Transactional Model
- (6 marks)**
- b) Explain the following concepts, clearly highlighting their importance to a public speaker.
- i) Audience Analysis
 - ii) Using a Speaking Outline
 - iii) Signposting a speech
 - iv) Concluding a speech
- (16 marks)**
- c) With the aid of **four types**, discuss the importance of non-verbal communication to a public speaker. **(8 marks)**
- Q2. a) State **four** ways in which spoken language differs from written language. **(4 marks)**
- b) With the aid of clear examples, discuss how **each one** of your points in (a) above can be either an advantage or a disadvantage to a public speaker. **(16 marks)**
- Q3. a) Explain **four** factors that a public speaker ought to take into consideration when selecting a topic. **(12 marks)**

- b) Assume you have been asked to give a 15-minute speech to potential students on the GLE diploma programme at CUEA. Carry out the following tasks:
- i) State the general purpose of your speech
 - ii) In view of your general purpose, write a specific purpose statement
 - iii) In view of your general purpose, write a central idea/thesis statement **(8 marks)**
- Q4. Write an essay discussing **three** methods of speech delivery. Clearly highlight **one** advantage and **one** disadvantage each method in your essay. **(20 marks)**
- Q5. Discuss **four** characteristics of effective persuasive speaking. **(20 marks)**

END