



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF ARTS

DEPARTMENT OF THEOLOGY AND RELIGIOUS STUDIES

B.A (Hons): Part 2 Semester 1
UWC 140: Communication skills
Duration: 3 Hours

25 January 2019

Instructions

Answer **all** questions in Section A and choose any **two** questions from section B

Read the passage below and answer the questions that follow

I used to have a preacher who was so bad that the only way I could get through his sermons was to rewrite them in my head. My family was less than thrilled when I insisted on giving them my revised version of the sermon over lunch every Sunday, but an ineffective speaker especially when he is my preacher, makes me mad. He had a captive audience every Sunday, several hundred people who were looking to him for guidance, and Sunday after Sunday he could not make a positive impact. His sermons were boring, disorganized and poorly delivered. I may be doomed to hell for critiquing the preacher, but for me, a bad presentation is a sin. But as they say, hate the sin and; love the sinner. So, with love, here are three main reasons most presentations are terrible and how to fix them:

You know those speakers whose words just seem to flow like it is all off the cuff? They are not naturally wonderful. The reason great speakers seem so comfortable is because they have spent hours, days and sometimes even months practicing. People often claim that too much practice makes you memorized and scripted. But that is not true. There are three levels of practice.

- 1) No preparations-this results in rambling and disorganizations, you either use too many words or not enough, and they are rarely in a logical order.
- 2) Average preparation-you memorize your speech or bullet points, so you can deliver the right words.
- 3) Over preparation-you become so comfortable with the words, they flow naturally, and you can focus on making an emotional connection with the audience. President Robert Mugabe and Milton Kamwendo, for example, always offer best performances. Such speakers spend countless hours practicing their content, again and again. That is why they seem so natural on stage.

I was coaching a client for a presentation at a big international conference where he was introducing his organisation to their sister company executives. His first instinct was to create a PowerPoint with the company history, product details and financial information. While this would have been accurate, it would not have been memorable. Instead, we focused on three key areas: his company's stability, their key differentiators, and their eagerness to go the extra mile for their customers, and we crafted a story for each bullet. People are tempted to want to share everything, but the question you need to ask is: does this sentence serve my central purpose (yes, it is that micro, you need to look at every sentence). Facts and details are good but too many of them make people to tune out.

It is not about sharing what you want to say, it is about giving the audience what they need to hear. Personal stories work, but only if they are in service of helping the audience. In the case of my boring preacher, he talked endlessly about how we should all be doing social justice work with our “free time.” The problem was, he had no kids at home and two days off a week and he was speaking to working parents who put in 60-hour work weeks and were looking for guidance to keep them sane, so they could wake up and do it again on Monday morning.

Bad presentations may be a sin, but if you use these tips, you will avoid temptation.

Adapted from www.LisaEarleMcLeod.com

1 Provide a suitable title for the passage above.

[2]

2 Read the introduction and suggest the thesis statement that is developed in the story.

[2]

3 Provide a subtopic for each of the three paragraphs that follow after the introduction.

[6]

4 Summarize the argument that the author develops and the evidence he brings forward to support it in not more than 100 words.

[15]

5. Discuss any five characteristics of academic writing that you have studied. (15)

SECTION B

Question 2

You have been asked to make an oral presentation in your area of specialization. Discuss any five critical aspects you would consider in your preparation. (30)

QUESTION 3

- a) Differentiate between interpersonal and intrapersonal levels of communication.
(15)
- b) Examine the importance of each level of communication in an academic institution
(15)

QUESTION 4

Write an essay on listening strategies that a student could employ to get the maximum benefit of mass lecture at University. (30)

QUESTION 5

Explain the following terms in non-verbal communication;

-haptics (5)

-chronemics (5)

-kinesics (5)

-proxemics (5)

-oculesics (5)

-olfactics (5)

END OF PAPER