

Mount Kenya



University

UNIVERSITY EXAMINATION 2014/2015

**SCHOOL OF SOCIAL SCIENCES
DEPARTMENT OF ENGLISH AND OTHER FOREIGN LANGUAGES**

**BACHELOR OF EDUCATION
SCHOOL BASED**

UNIT CODE: BLA4118

**UNIT TITLE: ADVANCED STUDY OF
STYLES AND REGISTER IN ENGLISH**

DATE: APRIL/MAY 2015

MAIN EXAM

TIME: 2 HOURS

Instructions: Answer question one and any other two

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1. a) Discuss language dynamism (5 Marks)
- b) Explain the following terms:
- i) Leveling. (4 Marks)
 - ii) Idiosyncratic features. (3 Marks)
- c) Distinguish between the following terms
- i) Product advertising and information advertising. (6 Marks)
 - ii) RP and Estuary English. (6 Marks)
- d) English the meaning of isogloss. Draw on examples from your own language. (6 Marks)
2. Broadcasting language has undergone significant change since the 18th century. Discuss these changes. (20 Marks)

3. Using appropriate examples discuss grammatical variations in dialect. (20 Marks)

4. Foregrounding is a style in literature. Demonstrate how a rhetorician can achieve it. (20 Marks)

5. Expound on the following

a) Features of newspaper language. (12 Marks)

b) Social accents. (8 Marks)