

**CHUKA**



**UNIVERSITY**

**COLLEGE**

**UNIVERSITY EXAMINATIONS**

**FOURTH YEAR EXAMINATION FOR THE AWARD OF DEGREE OF  
BACHELOR OF ARTS (COMMUNICATION AND MEDIA)**

**COMM 470: TECHNICAL WRITING**

**STREAMS: B.A (COMM & MEDIA) Y4S1**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 13/12/2012**

**2.30 P.M– 4.30 P.M**

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**INSTRUCTIONS:**

Answer ALL the questions in Section A. Answer ANY TWO questions from Section B.

**SECTION A: (30 MARKS)**

1. Evaluate the strengths and weaknesses of the attached press release using the measures of excellence in technical communication. [16 marks]
2. Review the attached executive summary from a report titled “Analysis of Large-Scale Municipal Sludge Composting as an Alternative to Ocean Sludge Dumping”. How well does the executive summary present concise and useful information to the managerial audience? Write an evaluation. [8 marks]
3. The following sentences contain pompous language, unnecessary jargon, or informality. State the problem with each sentence, and then rewrite each sentence to make it clear and moderately formal. [6 marks]
  - (a) The perpetrator was apprehended and placed under arrest directly adjacent to the scene of the accident.
  - (b) The state-of-the-art soda-dispensing module is to be utilized by the personnel associated with the Marketing Department.
  - (c) It is indeed a not insupportable inference that we have been unsuccessful in our attempt to forward the proposal to the proper agency in advance of the mandated date by which such proposals must be in receipt.

- (d) Deposit your newspapers and other debris in the trash receptacles located near the building's entry.
- (e) The learning modules were put together by a couple of professors in the department.
- (f) The biggest problem faced by multimedia designers is that users freak if they don't see a button – or, heaven forbid, if they have to make up their own buttons!

**SECTION B: (40 MARKS)**

- 4. Read the attached passage from a technical article titled 'Can NGOs change the News?' addressed to an expert audience.
    - (i) With examples from the text, describe how you would rewrite the passage to make it clear and interesting to the general reader. [10 marks]
    - (ii) What considerations would you use to adapt the article for a manager whom you want to approve the financing of a study of NGOs and the media? [10 marks]
  - 5. Study the attached definition of a camera. Discuss the expansion devices employed, evaluate how well they work and determine whether others are needed. [20 marks]
  - 6. The Dean of Students office has requested you to design a pamphlet for distribution to incoming students describing the services it offers. The office has provided you with the attached information titled 'Information from Dean of Students Office' for inclusion in the pamphlet as an introduction to academic advising. Use the principles of structured writing to make the information more accessible and user-friendly. [20 marks]
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