

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**FOURTH YEAR EXAMINATIONS FOR THE AWARD OF DEGREE OF BACHELOR
OF ARTS IN COMMUNICATION AND MEDIA**

COMM 420: SEMINAR II – ENGLISH

STREAMS: COMM Y4S2

TIME: 2 HOURS

DAY/DATE: FRIDAY 19/4/2013

11.30 AM – 1.30 PM

INSTRUCTIONS:

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

SECTION A

1. You served as an observer for the CUSA elections. You plan to write a commentary on the election process.
 - (i) What techniques could you use for an effective introduction? [12 Marks]
 - (ii) What possible ways would you design your ending? [8 Marks]
2. Read the attached movie review (**attachment 1**). Evaluate it for completeness and effectiveness. [10 Marks]

SECTION B

3. Read the attached manifesto (**attachment 2**). Evaluate its design using the considerations one should keep in mind when designing and analyzing a public document. [20 Marks]
4. You have been commissioned by the Kenya Medical Association to write a report for dissemination to the public about the status of cancer research and treatment in Kenya.

- (i) Describe any five formats you could use for your report, giving a justification for the use of each format. [15 Marks]
- (ii) Describe two characteristic features of reports. [5 Marks]
5. You have been invited to write a series of children's books for use in the new primary school syllabus. Discuss the techniques you would use to write effectively for your audience. [20 Marks]
6. (i) Discuss four techniques that enable memoirists to recreate the past in vivid and convincing detail. Use examples to illustrate your points. [12 Marks]
- (ii) Discuss three ethical issues a memoirist faces and suggest ways in which to address them. [8 Marks]
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