

**W1-2-60-1-6**

**JOMO KENYATTA UNIVERSITY**

**OF**

**AGRICULTURE AND TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2014/2015**

**YEAR 2 SEMESTER II EXAMINATION FOR THE DEGREE OF BACHELOR OF MASS COMMUNICATION**

**HSC 2209: ENGLISH FOR MASS COMMUNICATION**

**DATE: APRIL 2015 TIME: 2 HOURS**

**INSTRUCTIONS:**

**Answer question ONE and any other TWO questions**

**QUESTION ONE (30 marks)**

1. Highlight five characteristics of language that are common to all humans of the world. (5marks)
2. Cite five types of languages found in the world. (5marks)
3. For each of the following words in British English, provide an American equivalent:
4. Biscuit (savoury)
5. Anticlockwise
6. Cooker
7. Tap
8. Jewellery (5marks)
9. For each of the following word formation process, provide two examples of words:
10. Derivation
11. Compounding
12. Blending
13. Acronyms
14. Creative respelling (5marks)
15. Read the following letter carefully and analyze the use of diction in the letter. (10marks)

*Dear sweetheart,*

*Hope this finds you well. So, niaje? You have been so silent. Tell me what’s up guy.*

*What’s new in my life is that manze I mis ya bigg!!!. Life feels too ordinary without you. I wake up ngware everyday as usual, take tea from same ol cup and rush to work to meet my learned friends. Working with lawyers is boring too. Everyone at work is grim faced!. Face ya mdosi hata usiseme!!! The whole day we are kinda busy doing this or that. As the say goes, ‘All work and no play makes Jack a dull boy’. This people don’t just get it. Do they? After work, shit! I go back to our empty digs. Holy cow, am resigned to staring a that photo you and I took down coast in Dec.*

*Anyway hun, I wanted to tell you how much I miss you. You are the light that brightens my heart. You are the gem I have been waiting for. I look at that photo of ours. You look handsome en cool, calm and collected. Your sexy eyes, sharp and alert is what I live for. Your arms strong around me, your height dwarfing me-aren’t you just stunning!?*

*Let me pen off by simply saying, love is you en I. Till I hear from ya.*

*Yours sweetheart.*

**QUESTION TWO (20 marks)**

Using appropriate diagram(s), analyze the structure that the English language takes.

**QUESTION THREE (20 marks)**

Write a story of about 600-700 words with the following provided details:

A widow

The police

Two young men

A wedding ceremony

**QUESTION FOUR (20 marks)**

As a student of English for mass communication, you have been invited to Mang’u High to speak to form ones on the eight parts of speech. Design notes that would aid you in teaching these students

**QUESTION FIVE (20 marks)**

1. Provide the phonetic transcription of the following English words
2. Ocean
3. Tap
4. Cat
5. Church
6. Jug
7. Boy
8. Book
9. The
10. Think
11. Air
12. Zip (10marks)
13. There are two ways of classifying sounds in English. Explain. (10marks)