

Moi University
Department of Communication
Special/Supplementary Exams September, 2017
Bachelor of Science in Communication and Public Relations
Course Title: Advanced Reading Skills
Course code: CMM 105

Instructions to Candidates:

Answer four questions. Question **One** is **compulsory**

1. The SQ3R reading technique is crucial for any effective advanced reading. Comment on this statement. (25 marks)
2. A text embodies several kinds of meanings. Briefly discuss THREE of these with examples. (15 marks)
3. To fully benefit from a reading text an advanced reader must bring to text FIVE attributes. Explain these attributes. (15 marks)
4. Below is jumbled-up text. Rearrange the sentences so that the text flows smoothly.

Another good trend has been the setting up of training courses for African journalists. Recently there been a tendency to station a staff correspondent in Africa, many of them being based in Nairobi. In my IPI speech at Paris I criticized those correspondents who after twenty minutes in Africa write pungent stuff. This should certainly mean they writ from wider foundations of knowledge, and one hopes their sympathy also expands. News in Africa used to be covered in overseas newspapers by their correspondents flying in overnight from New York or London.

(15 marks)

5. "In order to fully understand a text, a reader must interpret the writes ideas/message." Discuss. (15 marks)

6. Carefully read the passage below then answer the questions that follow.

- 1 Equipment ordered from abroad encounters many expensive
- 2 Installation difficulties in Africa. For example
- 3 the boilers for Textile Printers of Nigeria, a
- 4 United African Company subsidiary, weighed forty-five
- 5 tons instead of the expected thirty-seven tons.
- 6 As a result, the intended means of transporting
- 7 Them across the Niger proved inadequate, and it
- 8 took a full month rather than two days to get the