



MASEÑO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

**FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF EDUCATION ARTS WITH
INFORMATION TECHNOLOGY**

CITY CAMPUS

AEN 104: THE ART OF WRITING

Date: 28th November, 2016

Time: 9.00 - 12.00 noon

INSTRUCTIONS:

- Answer question ONE and any other TWO questions.

KISUMU CITY CAMPUS
AEN 104: THE ART OF WRITING

Instructions: Answer question ONE and any other TWO questions

Read the following passage and answer the questions that follow:

Q1. He was a rich man: banker, merchant, manufacturer, and what not. A big, loud man, with a stare, and a metallic laugh. A man made out of a coarse material, which seemed to have been stretched to make so much of him. A man with a great puffed head and forehead, swelled veins in his temples, and such a strained skin to his face that it seemed to hold his eyes open, and lift his eyebrows up. A man with a pervading appearance on him of being inflated like a balloon, and ready to start. A man who could never sufficiently vaunt himself as a self-made man. A man who was always proclaiming, through that brassy speaking-trumpet of a voice of his, his old ignorance and his old poverty. A man who was the Bully of humility.

A year or two younger than his eminently practical friend, Mr Bounderby looked older; his seven or eight and forty might have had the seven or eight added to it again, without surprising anybody. He had not much hair. One might have fancied he had talked it off; and that what was left, all standing up in disorder, was in that condition from being constantly blown about by his windy boastfulness.

In the formal drawing-room of Stone Lodge, standing on the hearthrug, warming himself before the fire, Mr Bounderby delivered some observations to Mrs Gradgrind on the circumstance of its being his birthday. He stood before the Fire, partly because it was a cool spring afternoon, though the sun shone; partly because the shade of Stone Lodge was always haunted by the ghost of damp mortar; partly because he thus took up a commanding position, from which to subdue Mrs Gradgrind.

'I hadn't a shoe to my foot. As to a stocking, I didn't know such a thing by name. I passed the day in a ditch, and thenight in a pigsty. That's the way I spent my tenth birthday. Not that a ditch was new to me, for I was born in a ditch.'

Hard Times by Charles Dickens

- i. Critically comment on FIVE words or phrases that describe Mr. Bounderby as a thoroughly unpleasant person. (10 marks)
- ii. Place the passage in the following contexts:
 - a) Subject matter
 - b) Figurative language

- c) Point of view
- d) Tone
- e) Organization

(20 marks)

Q2. Discuss, with examples, the concept of clarity and effectiveness under the following properties of writing:

- i. Unity (6 marks)
- ii. Coherence (8 marks)
- iii. Style and Tone (6 marks)

Q3. Define editing and explain how a writer can effectively undertake an editorial process. (20 marks)

Q4. Briefly discuss the organizational format of Report writing. (20 marks)

Q5. Discuss, with examples, FIVE types of paragraphs a writer can employ in passage construction. (20 marks)