

**CHUKA**



**UNIVERSITY**

**COLLEGE**

**UNIVERSITY EXAMINATIONS**

**FIRST YEAR EXAMINATION FOR THE AWARD OF DEGREE OF  
BACHELOR OF ARTS (COMMUNICATION & MEDIA)**

**COMM 106: RHETORIC**

**STREAM: B.A (COMM) Y1S2**

**TIME: 2 HOURS**

**DAY/DATE: FRIDAY 15/4/2011**

**2.30 P.M. – 4.30 P.M.**

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**INSTRUCTIONS:**

Answer three (3) questions.

Question One(1) is compulsory and carries thirty (30) marks, while all other questions carry 20 (twenty) marks each.

Question 1 (Compulsory)

- (a) What is your understanding of rhetoric in the context of language use and communication? [5 marks]
- (b) Name and make brief notes on each of the four rhetoric modes. [10 marks]
- (c) “Description” as one of the modes of discourse calls for sharp, colourful details that must appeal to the reader’s senses of sight, hearing, taste, smell and touch.” Write a three paragraph descriptive essay that is as appealing as the description denotes. [15 marks]

Question 2

In the structure of information presentation there are various discourses that may be used in essay writing. Briefly explain what is meant by the following writing styles:

- (i) Cause-effect
- (ii) Comparison-contrast
- (iii) Process analysis
- (iv) Definition

Question 3

Discuss the four bases for revising essays.

Question 4

Explain the features of the following forms of language use in the writing of essays;

- (i) argumentative language
- (ii) persuasive language
- (iii) informative language
- (iv) tactiful language

Question 5

Explain and give examples in each of the following grammar skills.

- (i) Subject
  - (ii) Verb
  - (iii) Pronoun
  - (iv) Adverb
  - (v) Modifier
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