



COLLEGE

UNIVERSITY EXAMINATIONS

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

COMM 270: ENGLISH FOR SPECIFIC PURPOSES

STREAM: B.A. (COMM & MEDIA) Y2S1

TIME: 2 HOURS

DAY/DATE: THURSDAY 4/8/2011

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

Question 1 is Compulsory. Answer any other two questions.

SECTION A:

1. Read the attached news articles. For each, discuss the following:

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| (i) | Framing of the story | [10 marks] |
| (ii) | Use of sources | [8 marks] |
| (iii) | Writer's purpose | [6 marks] |
| (iv) | Writer's tone | [6 marks] |

SECTION B:

2. (a) Explain the considerations you would keep in mind when designing or analyzing a public document. [16 marks]

(b) Differentiate between manifestos and petitions. [4 marks]

3. Read the information provided in the excerpts titled "The Anatomy of Poverty and Inequality in Kenya" and "Understanding the Pokot". For each:

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| (i) | Write a brief news report suitable for publication in the National News section of a Kenyan newspaper. | [16 marks] |
| (ii) | Use an appropriate title to frame each report. | [4 marks] |

4. (a) Distinguish between formal and informal language and give examples of situations that would warrant the use of each. [10 marks]
- (b) How would you avoid informal language in your writing? [10 marks]
5. You have just served as an observer for your local elections. You plan to write a commentary on the events.
- (a) What available techniques could you use for an effective introduction? [12 marks]
- (b) What possible ways would you design your ending? [8 marks]
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