

RONGO UNIVERSITY

OFFICE OF THE DEPUTY PRINCIPAL-ACADEMICS AND STUDENTS AFFAIRS

UNIVERSITY EXAMINATIONS

2014/2015 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER EXAMS

FOR

DEGREE

IN

BACHELOR OF SCIENCE IN GRAPHIC COMMUNICATION, LINGUISTICS

AND MEDIA COMMUNICATION

COURSE CODE: BLL 120/GCA 200

COURSE TITLE: THE ART OF COMMUNICATION

DATE: 20/5/2015

TIME: 9.00AM- 11.30AM

INSTRUCTIONS TO CANDIDATES

- Answer question ONE and other THREE questions
- Marks are shown at the end of each question
- Show workings in the answer booklet for award of full marks
- Each question should begin on a fresh page
- Duration is 3 hour

THIS PAPER CONSTISTS OF (2) PRINTED PAGES

PLEASE TURN OVER

QUESTION ONE

Giving example, discuss the dynamics of language use in personality making and professional articulation. **(25MARKS)**

QUESTION TWO

The way a message is structured determines its effectiveness. Discuss five dimensions for message structuring. **(15MARKS)**

QUESTION THREE

(a) Speech communication is important for public speaking. List the main components of a speech **(5MARKS)**

(b) Discuss the different delivery modes used for speeches? **(10MARKS)**

QUESTION FOUR

Explain the three rhetorical styles that should be mastered by a great orator **(15MARKS)**

QUESTION FIVE

(a) Discuss elocution as an art form? **(5MARKS)**

(b) Discuss the five parts I which rhetoric is divided to **(10MARKS)**

QUESTION SIX

Explain how the following add to competent communication. **(15MARKS)**

(a) Effectiveness of communications

(b) Presentation of social reality