



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2015/2016

**SECOND YEAR SECOND SEMESTER EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF ARTS IN LANGUAGE AND
COMMUNICATION WITH INFORMATION TECHNOLOGY**

MAIN CAMPUS

AEN 214: LANGUAGE AND ADVERTISING

Date: 22nd April, 2016

Time: 2.30 - 4.30 pm

INSTRUCTIONS:

- Answer question ONE and any other TWO questions.



AEN 214: LANGUAGE AND ADVERTISING

INSTRUCTIONS:

Answer Question ONE and Any Other TWO.

- Q.1. Discuss the strategies used in the following forms of advertising:
- a) Marketing advertising (10 marks)
 - b) Information advertising (10 marks)
 - c) Persuasive advertising (10 marks)
- Q. 2. Explain how language use and style determine the quality of the message in an advertisement (20 marks)
- Q3. Illustrate how advertisers use psychological strategies to appeal to the following aspects of consumers to influence their choice of products:
- a) appeals to love (5 marks)
 - b) appeals to family values (5 marks)
 - c) appeals to personal ego/status (5 marks)
 - d) appeals to youth (5 marks)
- Q.4. Discuss the role of the socio-cultural context in the formulation, encoding and comprehension of advertising messages (20 marks)
- Q.5. Explain the concept of multi-modal analysis of advertisements (20 marks)