



UNIVERSITY OF EMBU

2017/2018 ACADEMIC YEAR

SECOND SEMESTER EXAMINATIONS

SCHOOL-BASED

SECOND YEAR EXAMINATION FOR THE DEGREE OF MASTER OF ARTS

CLL 601: COMMUNICATION

DATE: APRIL 11, 2018

TIME: 2:00-5:00PM

INSTRUCTIONS:

Answer Question ONE and ANY Other TWO Questions.

QUESTION ONE (30 MARKS)

- With the help of appropriate models distinguish between communication as an interaction and as a transaction. (10 marks)
- Explain any three forms of non-verbal communication and show their functions. (10 marks)
- Citing examples from the following extract explain six elements of the communication process. (10 marks)

.....At that moment her father cleared his throat inside the compound. She grabbed my arm and tried to pull me up. I laughed at her puny effort and settled back. Her father had now come into the house and we could hear his footsteps.

„You see now... what is all this?“

He took a little time to focus his eyes properly and decide who I was. When he had decided he took a few more steps until he stood threateningly over me.

„Who do you want here?“ he asked with menacing quietness. „Were you not the one I told the other day never to come here again?“

„Yes,“ I said, not even bothering to get up.

„Wait for me,“ he said, and rushed back the way he had come.

Lately I had seen too many people rushing around threateningly, so I decided to sit through this one. I wasn't even touched by Edna's weeping. She turned and ran, calling „Mother! Mother!“ But at the door she met her father who shoved her aside and came at me with a raised matchet.

„Who do you want here?“

Edna increased her crying which finally brought her sick mother unsteadily to the doorway.

Meanwhile I was explaining to my assailant that I came to persuade him and his family to cast their paper for me on voting day.

„Do you think the boy's head is correct?“ he asked of no one in particular, and I saw his matchet gradually descend to his side. By the time Edna's mother appeared the worst of the danger seemed over.

(Extracted from Chinua Achebe's 'A man of the People' p105-106).

QUESTION TWO (20 MARKS)

Human communication is characterized by linguistic variation at various levels of language structure. Using specific linguistic features to illustrate your answer, define and discuss any FOUR sociolinguistic factors that show this linguistic variability in human communication. (20 marks)

QUESTION THREE (20 MARKS)

a. What lexical and syntactic differences are you likely to find between a text written for information and that written for persuasion.

b) Discuss the appeals in argumentation that may go hand in hand with each of the purposes indicated in 3(a) above. (20 marks)

QUESTION FOUR (20 MARKS)

Using any two of the following pragmatic concepts that you must describe clearly, justify the view that communication involves negotiation of meaning. (20 marks)

- a) The cooperative principle by Grice (1975).
- b) Presupposition

- c) Illocutionary force

QUESTION FIVE (20 MARKS)

Giving TWO specific illustrations for each discuss any FOUR functions of nonverbal communication in a verbal communication dimension. (20 marks)

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