



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

2019/2020 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER

SPECIAL/SUPPLEMENTARY EXAMINATION

FOR THE DEGREE OF

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

COURSE CODE: JMC 111

COURSE TITLE: LANGUAGE USE IN COMMUNICATION

DATE: 16TH FEBRUARY, 2021

TIME: 8.00 - 10.00AM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** Questions

TIME: 2 Hours

This Paper Consists of 2 Printed Pages. Please Turn Over. ►

KIBU observes **ZERO** tolerance to examination cheating

QUESTION ONE – COMPULSORY (30 MARKS)

Read the story, THE VOTER by Chinua Achebe, and respond to the questions based upon it.

Rufus Okeke- Roof for short- was a very popular man in his village. Although the villagers did not explain it in so many words Roof's popularity was a measure of their gratitude to an energetic young man who, unlike most of his fellows nowadays, had not abandoned the village in order to seek work, any work in towns. And Roof was not a village lout either. Everyone knew how he had spent two years as a bicycle repairer's apprentice in Port Harcourt, and had given up of his own free will a bright future to return to his people and guide them in this difficult times. Not that Umuofia needed a lot of guidance. The village already belonged en masse to the Alliance People's Party, and its most illustrious son, Chief the Honourable Marcus Ibe was Minister of Culture in the outgoing government (which was pretty certain to be the incoming one as well). Nobody doubted that the Honourable Minister was to be elected in his constituency. Opposition to him was like the proverbial fly trying to move a dunghill. It would have been ridiculous enough without coming from, as it did now, from a complete nonentity.

As was to be expected Roof was in the service of the Honourable Minister for the coming elections. He had become a real expert in election campaigning at all levels- village, local government or national. He could tell the mood and the temper of the electorate at any given time. For instance he had warned the Minister months ago about the radical change that had come into the thinking of Umuofia since the last national election.

The villagers had had five years in which to see how quickly and plentifully politics brought wealth, chieftaincy titles, doctorate degrees and other honours some of which, like the last, had still to be explained satisfactorily to them, for in their naivety they still expected a doctor to heal the sick. Anyhow, these honours and benefits had come so readily to the man to whom they had given their votes free of charge five years ago that they were now ready to try it a different way.

Their point was that only the other day Marcus Ibe was not a very successful mission school teacher. The politics had come to their village and he had wisely joined up, some said just in time to avoid eminent dismissal arising from a female teacher's pregnancy. Today he was Chief the Honourable; he had two long cars and had built himself the biggest house anyone had seen in this parts. But let it be said that none of these successes had gone to Marcus's head as well they might. He remained devoted to his people. Whenever he could he left the good things of the capital and returned to his village which had neither running water nor electricity, although he had lately installed a private plant to supply electricity to his new house. He knew the source of his good fortune, unlike the little bird who ate and drunk and went out to challenge his personal spirit. Marcus had christened his new "Umuofia Mansions" in honour of his village, and he had slaughtered five bulls and countless goats to entertain the people on the day it was opened by the Archbishop. Everyone was full of praise for him. One old man said: "Our son is a good man, he is not like the mortar which as soon as food comes its way it turns its back on the ground." But when the feasting was over, the villagers told themselves that they had underrated the power of the ballot paper before and should not do so again. Chief the Honourable Marcus Ibe was not unprepared. He had drawn five months' salary in advance, changed a few hundred pounds into shining shillings and armed his campaign boys with eloquent little jute bags. In the day he made his speeches; at night his stalwarts conducted their whispering campaigns. Roof was the most trusted of these campaigners....

(The Voter by Chimua Achebe adapted from the collection, Socialist Stories)

Questions:

- a) Show the word classes of the underlined words. (10 marks)
- b) Change into indirect speech: One old man said: “Our son is a good man, he is not like the mortar which as soon as food comes its way it turns its back on the ground.” (4 marks)
- c) Discuss the achievements of Chief the Honourable Marcus Ibe. (6 marks)
- d) From the story, the Voter, highlight some of the ills committed by politicians during campaigns. (5 marks)
- e) Why was Rufus Okeke a popular man? (5 marks)

QUESTION TWO (20 MARKS)

Discuss the relevance of Paul Grice’s Co-operative Principle in day to day communication.

QUESTION THREE (20 MARKS)

- a) Discuss some of the features of Black American English. (10 marks)
- b) Explain why most hip-hop songs use obscene language. (10 marks)

QUESTION FOUR (20 MARKS)

Write an article on the effects of corruption in Kenya and how it can be reduced (20 marks)