



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

**2020/2021 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER**

MAIN EXAMINATION

**FOR THE DEGREE OF
BACHELOR OF JOURNALISM & MASS COMMUNICATION**

COURSE CODE: JMC 405

COURSE TITLE: LANGUAGE AND PUBLIC COMMUNICATION

DATE: 14TH JULY, 2021

TIME: 2.00 - 4.00PM

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)

- (a) Discuss how the following social factors affect language use: Sex/gender, education, addresser addressee interactions, social status and age. (20 marks)
- (b) With illustrations discuss what is meant by deviant varieties of language? (6 marks)
- (c) Differentiate between standard and non-standard language. (4 marks)

QUESTION TWO (20 MARKS)

- (a) LOL, TBT, FYI, OMG are common in text messaging and other emerging forms of communication. Discuss the both relevance and irrelevance of this mode in public communication. (10 marks)
- (b) E-mail combines the characteristics of both speaking and writing. State some of its advantages according to Cairncross (2000). (10 marks)

QUESTION THREE (20 MARKS)

- (a) Discuss the following sociolinguistic typologies
- Standardization, Vitality, Historicity and Homogeneity. (8 marks)
- (b) Discuss the functions of the following languages in the Kenyan public communication sphere
- Kiswahili, English and Vernacular. (6 marks)
- (c) Identify the roles played by code of dress in the life of a corporate communications officer. (6 marks)

QUESTION FOUR (20 MARKS)

- (a) Ethnographers study subcultures such as *drug cultures, soccer hooligans, sex workers and the police*. Why would a public communicator need knowledge on these subcultures? (12 marks)
- (b) Discuss the field, tenor and mode of the following types of discourse
- News presentation on television (4 marks)
 - News report in a newspaper (2 marks)
 - Casual conversation (2 marks)

QUESTION FIVE (20 MARKS)

- (a) Why would the following statements accomplish the same act of communication, but in three different ways? (10 marks)
- I would love an orange.*
- Do you have an orange?*
- Can I please have an orange?*
- (b) Describe the communicative event. (5 marks)
- (c) What is the role of an MC (Master of Ceremonies) at public events? (5 marks)