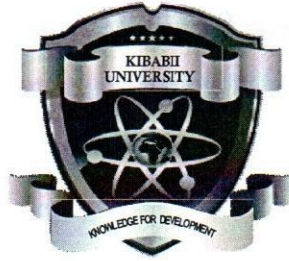


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(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

2020/2021 ACADEMIC YEAR

FOURTH YEAR FIRST SEMESTER

SPECIAL/SUPPLEMENTARY EXAMINATION

FOR THE DEGREE OF

BACHELOR OF JOURNALISM & MASS COMMUNICATION

COURSE CODE: JMC 405

COURSE TITLE: LANGUAGE AND PUBLIC COMMUNICATION

DATE: 10TH JANUARY, 2022

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)

Discuss the following functions of language and how they can be applied to improve relations in the county governments:

- (a) Poetic function (5 marks)
- (b) Referential function (5 marks)
- (c) Emotive function (10 marks)
- (d) Social function (10 marks)

QUESTION TWO (20 MARKS)

- (a) Describe **five social** events that would make up an effective corporate social responsibility regime. (10 marks)
- (b) In view of public communication why is the image of any organization important? (10 marks)

QUESTION THREE (20 MARKS)

Language as a means of expressing ones identity and a controlling reality can be determined through various means peculiar to an individual. Using examples, discuss the following aspects of language and culture:

- (a) Dialect
- (b) Idiolect
- (c) Register
- (d) Multi-lingualism

QUESTION FOUR (20 MARKS)

- (a) The importance of context in language use and interpretations cannot be over-emphasized. Discuss its importance. (10 marks)
- (b) In your own view explain reasons why most public communicators fail in their duties. Propose possible remedies. (10 marks)

QUESTION FIVE (20 MARKS)

- (a) Identify the major features of graffiti. (5 marks)
- (b) Explain the two ways the word jargon can be used, using adequate examples. (5 marks)
- (c) Using examples discuss some reasons why people use slang. (5 marks)
- (d) What makes the language of public relations offices unique? (5 marks)