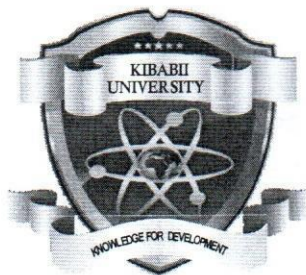


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*(Knowledge for Development)*

# **KIBABII UNIVERSITY**

## **UNIVERSITY EXAMINATIONS**

**2022/2023 ACADEMIC YEAR**

**FIRST YEAR FIRST SEMESTER**

**MAIN EXAMINATION**

**FOR THE DEGREE OF**

**BACHELOR OF JOURNALISM & MASS COMMUNICATION**

**COURSE CODE: JMC 111**

**COURSE TITLE: LANGUAGE USE IN COMMUNICATION**

**DATE: 23<sup>RD</sup> DECEMBER, 2022**

**TIME: 2.00 - 4.00PM**

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### **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) Basing on any scholar, define and explain the nature of language. (6 marks)
- b) State and explain any FIVE functions of language in the society. (10 marks)
- c) Discuss any THREE properties of language. (6 marks)
- d) Using TWO examples in each category, differentiate between micro and macro functions of language. (6 marks)
- e) Define the term communication. (2 marks)

**QUESTION TWO (20 MARKS)**

- a) Discuss the role of language as a communication tool. (10 marks)
- b) Discuss the role of language in journalistic communication. (10 marks)

**QUESTION THREE (20 MARKS)**

Discuss the relationship between language and culture and how language promotes culture.

**QUESTION FOUR (20 MARKS)**

- a) Identify and explain FIVE factors that determine the choice of words in journalism. (10 marks)
- b) Discuss the qualities of a good newspaper article. (10 marks)