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(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

2022/2023 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER

SPECIAL/SUPPLEMENTARY EXAMINATION

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

COURSE CODE: JMC 114

COURSE TITLE: RECEPTIVE AND PRODUCTION SKILLS

DATE: 31ST ^{JULY} AUGUST, 2023

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) Define the following terms:
- i) Listening (2 marks)
 - ii) Speaking (2 marks)
 - iii) Reading (2 marks)
 - iv) Writing (2 marks)
- b) Discuss at least **FIVE** strategies that can enable one to be an effective reader. (10 marks)
- c) Discuss the common bad reading habits that make reading ineffective. (6 marks)
- d) Discuss the strategies that can be used to make writing more impactful. (6 marks)

QUESTION TWO (20 MARKS)

- a) Discuss the **FIVE** stages that make up the listening process. (10 marks)
- b) Highlight **FIVE** barriers to effective listening. (10 marks)

QUESTION THREE (20 MARKS)

- a) Outline **FIVE** characteristics of an effective speaker. (10 marks)
- b) Highlight **FIVE** strategies that a journalist may apply in order to conduct an effective television interview. (10 marks)

QUESTION FOUR (20 MARKS)

Information today is readily available at our fingertips thanks to technology. As such, communication students must be proficient at filtering what they see and hear by developing their media literacy skills. Define the term "media literacy" and discuss **EIGHT** media literacy skills that a communication student must embrace.

QUESTION FIVE (20 MARKS)

- a) Discuss **FIVE** differences between listening and hearing. (10 marks)
- b) Discuss **FIVE** different types of reading. (10 marks)