



SCHOOL OF HUMANITIES & SOCIAL SCIENCES

**BACHELOR OF ARTS IN COMMUNICATION AND BACHELOR OF ARTS IN
INTERNATIONAL STUDIES**

END OF SEMESTER EXAMINATION

BAC 1206: Writing for Effective Communication

DATE: Monday, 9th March 2020

Time: 15:30 -17:30

Instructions

1. This examination consists of **Four** questions.
2. Answer **Question ONE (COMPULSORY)** and any other **TWO**.

QUESTION 1

(30 marks)

- A.** An editor of a leading national daily newspaper has asked you to write about a developing water pollution story that's affecting residents in Makadara area. Based on this information, answer the following questions:
- i) Identify a unique angle you would use to write this story in a way that draws the attention of the reader (2 marks)

- ii) Write the relevant topic for this piece (2 marks)
- iii) Who is the most suitable audience for this report, and why? (2 marks)
- iv) Identify at least 2 relevant primary sources and 2 secondary sources that would be relevant for this study (4 marks)

B. You have been approached by the School of Communication Manager and asked to write an essay about the Communication Program that will be attached to a brochure being sent out to various schools in Nairobi county. The target of this communication is form four students. Using a concrete thesis statement, write a persuasive essay that will inspire the students to join the program. (10 marks)

C. You are currently employed as the Communications Manager in a medium sized hospital and part of your duties include internal and external communication. Explain how you would use the 7 Cs of communication listed below in written interactions with your audience. (10 marks)

QUESTION 2

James has reported to work late in the last three weeks. He supervises five other staff in the marketing office and has often inconvenienced them since he is entrusted with sales documents that are required in the field. You previously addressed the issue verbally but you now must write a warning to James. It is also noted that James' Department has previously received two end of year awards for meeting business targets. Write a warning memo to James using the indirect approach. **(15 marks)**

QUESTION 3

You are a communication officer in a manufacturing company. The company has received a complaint letter from a bitter customer whose goods were not only faulty but were also delivered three weeks after the purchase date.

NB: The customer has purchased goods from your company for the last five years. Write a response cover letter to the complaint letter. **(15 marks)**

QUESTION 4

Writers use a number of rhetorical devices in their communication with various audiences. Briefly describe when and how you would use rhetorical aims and rhetorical appeals. **(15 marks)**