



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES
BACHELOR OF ARTS IN COMMUNICATION
END OF SEMESTER EXAMINATION
BAC 1206: WRITING FOR EFFECTIVE COMMUNICATION

DATE: Wednesday 6th March 2019

Time: 08:45 – 10:45

Instructions

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

Question One

Read the following passage and answer the questions that follow.

Whatever may be its wider implication, the explosion of a hydrogen bomb is, for the meteorologist, simply another atmospheric disturbance and therefore to be classed with certain rare natural occurrences, such as a volcanic eruption. But there are certain features of a manmade disturbance that require special examination.

As with all events on this scale, it is impossible to describe what happens in detail, but we can be reasonably sure of the main effects, and the most impressive of these arise from pressure waves.

The immediate result of the detonation is that the air surrounding the bomb is raised very rapidly to an enormously high temperature. The hot gases expand violently as a great fireball, compressing the air around them into what is called a shock wave, or “blast wave”, that is responsible for much of the terrible destructive power of the weapon.

Another kind of wave arises because of the weight of the air. The force of the explosion lifts the atmosphere around the bomb and causes what are known as “gravity waves”, resembling ordinary ocean waves. Waves of this type are not normally felt by human beings, and they have no effect on weather.

The most significant feature of a nuclear a nuclear weapon is the production of radioactivity. When the bomb is detonated near the ground a vast mass of highly radioactive matter, solid and gaseous, is thrown upwards. Because of the high temperature, the gigantic “bubble” ascends to very great heights, possibly 35,000 metres or more.

The heavy debris soon falls to earth again, but the fine dust settles very slowly and drifts for many miles with the wind. The result is that a large oval area, equal in size to the whole of

Wales, is contaminated by radioactive debris. The grass and the smallest particles remain high in the atmosphere.

Changes of speed and direction of wind mean that clouds of radioactive dust and gases are broken up and drift in different directions at different heights. If the main mass continued to move, say, westward in a wind of 80 km/h it would, in theory, travel round the world in about three weeks, but in reality it is far more likely that it would be caught up in local wind systems, and it is almost impossible to predict its path.

Some of the radioactivity decays rapidly, but much is long-lived and remains potentially dangerous for considerable periods.

The Daily Telegraph

- a. Develop the structure and content of the above passage into three main parts **[10 Marks]**
- b. Make a précis of the above passage in not more than 150 words. **[15 Marks]**
- c. Provide a title for the passage and explain your chosen title. **[5 Marks]**

Question Two

Opinion is on whether or not global warming is real. Imagine you have been asked to explain the sources and strategies you would use in researching on the topic Global Warming. Illustrate your answer with your own examples with reference to the following.

- i. Sources **[3 marks]**
- ii. Strategies **[2 marks each]**

Question Three

Write an outline you would use in writing an essay on the youth and social media.

[15 Marks]

Question Four

A friend has been asked to write a paper on the topic, “Youth and Substance Abuse” for presentation during the International Day against Drug Abuse and Illicit Trafficking to raise awareness on the impact of the two vices. What steps would you advise your friend to pay attention to during the writing process?

[15 Marks]

Question Five

You are the Director, Corporate Affairs and Marketing of your university. The Commission for University Education has asked you to respond to complaints it has received from number of parents and private sector companies about poor quality teaching, overcrowding in lecture halls and dropping moral standards among your student body at your institution. Write a letter responding to the charges.

[15 Marks]