



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES

PROGRAMME TITLE BACHELOR OF ARTS IN COMMUNICATION.

END OF SEMESTER EXAMINATION

BAC 2103: COMMUNICATION AND RHETORIC

Date: 2nd November 2021

Time: 10:30 – 12:30

Instructions

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

Question 1

Carefully read the following essay and answer the questions that follow.

Jesus' Sermon on the Mount (The Beatitudes)

¹Now when he saw the crowds, he went up on a mountainside and sat down. His disciples came to him,²and he began to teach them saying:

³Blessed are the poor in spirit,
for theirs is the kingdom of heaven.

⁴Blessed are those who mourn,
for they will be comforted.

⁵Blessed are the meek,
for they will inherit the earth.

⁶Blessed are those who hunger and thirst for righteousness,
for they will be filled.

⁷Blessed are the merciful,
for they will be shown mercy.

⁸Blessed are the pure in heart,
for they will see God.

⁹Blessed are the peacemakers,
for they will be called sons of God.

¹⁰Blessed are those who are persecuted because of
righteousness,
for theirs is the kingdom of heaven.

¹¹Blessed are you when people insult you, persecute you and falsely say all kinds of evil against you because of me.

¹²Rejoice and be glad, because great is your reward in heaven, for in the same way they persecuted the prophets who were before you.

Questions

- 1) Discuss the central idea or thesis statement in this passage **(4 marks)**
- 2) Discuss four possible ways of understanding the Beatitudes **(8 marks)**
- 3) Analyze the structure of the Beatitudes in terms of the following: **(18 marks)**
 - a. Line structure **(3 marks)**
 - b. Use of Pronouns **(4 marks)**
 - c. Parallelism **(4 marks)**
 - d. Sentence Patterns **(7 marks)**

Question 2

Read the following articles and answer the questions that follow.

Article 1

**MINISTRY OF TOURISM
PUBLIC RELATIONS DIVISION
ASSISTANT COMMUNICATIONS OFFICERS**

The Ministry of Tourism and Recreation Communications Division requires two Assistant Communications Officers. Initially, they will work in the Public Relations Divisions which with advertising, publications, print, film and digital communications. Successful candidates will be trained in various aspects of this position. In addition, they will have opportunity to work on relations, content creation, briefing, and communication strategy implementation.

Applicants should have good education, a zeal for current affairs, a keen sense of publicity and journalism. Candidates in their early twenties will be preferred. There will be opportunities for promotion.

Salary Scale: Kes 60,000-80,000 p.m. according to age, education, and experience. The scale will follow prescribed Government Job Group Bands Scheme. Please apply to the Recruitment Division, Prudential Building, Ministry of Tourism and Recreation, Nairobi, Telephone: +254 723 503 888. Closing date: 15 October 2021.

Article 2

**IT TAKES A LOT TO GET SOMEONE
TO FLY KENYA AIRWAYS**

For example: a lot more goodies to eat and drink and generally while away your time to New York than you get on your usual airline.

Who else offers you mango nectar as, an alternative to orange and tomato juice?

Who else offers you eighteen different brands of whiskies, gins, liqueurs and brandies?

Who else offers you sizzling hot canapes

of whole masala fried shrimp, spicy kebabs, chicken brochettes?

Who else offers you twenty-three different magazines, newspapers and comics?

Who else carries canned French mineral water in case you're partial to it?

Who else carries fans? Or hot water bottles? Or Tabasco sauce?

Who else? Who else indeed.

We do, because when someone like you asks for something on a Kenya Airways flight, we just hate to say no. We are not that sort of airline.

Try us next time. We fly to New York every day at 12 Midnight.

Come tomorrow.

And find out what a lot you have been missing.



Questions

1. Explain the assumptions made about the probable audience **(4 marks)**
2. Discuss the presentation and use of language in the two passages **(8 marks)**
3. State which of the two presentations is most effective. **(3 marks)**

Question 3

Create 5-paragraph outline for a persuasive essay on a topic of your choice using either (a) Question of Fact, or (b) Question of Value, or (c) Question of Policy formats. *(5 marks will be awarded for the correct outline structure).* **(15 marks)**

Candidates to choose one approach from the list below:

- i. Question of Fact **(10 marks)**
- ii. Question of Value **(10 marks)**
- iii. Question of Policy **(10 marks)**

Question 4

1. Compare and contrast Aristotle's Rhetorical Triangle Theory and Transactional Theory of Communication. **(12 marks)**
2. Describe situations in which you would apply concepts from these theories **(3 marks)**