



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES
BACHALOR OF ARTS IN COMMUNICATION
END OF SEMESTER EXAMINATION
BAC 2103: COMMUNICATION AND RHETORIC

DATE: **Tuesday 7th November, 2017**

Time: **11:30 – 13:30**

INSTRUCTIONS

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

Read the passage below and answer the questions that follow.

INDEPENDENCE

When, in the course of human events, it becomes necessary from one people to dissolve the political bands which have connected them with another, and to assume, among the powers of the earth, the separate and equal station to which the laws of the nature and of nature's God entitle them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation.

We hold these truths to be self-evident, that all men are created equal; that they are endowed by their Creator with certain unalienable rights; that among these are life, liberty, and the pursuit of happiness. That, to secure these rights, governments are instituted among men, deriving their just powers from the consent of the governed; that, whenever any form of **[10]** government becomes destructive of these ends, it is the right of the people to alter or to abolish it, and to institute a new government, laying its foundation on such principles, and organizing its powers in such form, as to them shall seem most likely to effect their safety and happiness. Prudence, indeed, will dictate that governments long established should not be changed for light or transient causes; and, accordingly, all experience hath shown, that mankind are the more disposed to suffer, while evils are sufferable, than to right themselves by abolishing the forms to which they are accustomed. But, when a long train of abuses and usurpations, pursuing invariably the same object, evinces a design to reduce them under absolute despotism, it is their right, it is their duty, to throw off such government, and to provide new guards for their future security. Such has been the patient sufferance of these **[20]** colonies, and such is now the necessity which constraints them to alter their former systems of government.

The history of the present King of Great Britain is a history of repeat injuries and usurpations, all having, in direct object, the establishment of an absolute tyranny over these states. To prove this, let facts be submitted to a candid world:

He has refused his assent to laws the most wholesome and necessary for the public good.

He has forbidden his governors to pass laws of immediate and pressing importance, unless suspended in their operation till his assent should be obtained; and, when so suspended, he has utterly neglected to attend to them.....

He is, at this time, transporting large armies of foreign mercenaries to complete [30] the works of death, desolation, and tyranny, already begun, with circumstances of cruelty and perfidy scarcely paralleled in the most barbarous ages, and totally unworthy the head of a civilized nation.

He has constrained our fellow-citizens, taken captive on the high seas, to bear arms against their country, to become the executioners of their friends and brethren, or to fall themselves by their hands.

He has excited domestic insurrections amongst us, and has endeavoured to bring on the inhabitants of our frontiers, the merciless Indian savages, whose known rule of warfare is an undistinguished destruction of all ages, sexes, and conditions.

In every stage of these operations, we have petitioned for redress, in the most [40] humble terms; our repeated petitions have been answered only by repeated injury. A prince, whose character is thus marked by every act which may define a tyrant, is unfit to be the ruler of a free people.

Nor have we been wanting in attention of our British brethren. We have warned them, from time to time, of attempts made by their legislature to extend unwarrantable jurisdiction over us. We have reminded them of the circumstances of the emigration and settlement here. We have appealed to their native justice and magnanimity, and we have conjured them, by the ties of our common kindred, to disavow these usurpations, which inevitably interrupt our connections and correspondence. They, too, have been deaf to the voice of justice and consanguinity. We must, therefore, acquiesce in the necessity, which denounces our [50] separation, and hold them, as we hold the rest of mankind, enemies in war, in peace, friends.

We, therefore, the representatives of the United States of America, in general Congress assembled, appealing to the Supreme Judge of the world for the rectitude of our intentions, do, in the name, and by the authority of the good people of these colonies, solemnly publish and declare, that these united colonies are, and of right ought to be free and independent states; that they are absolved from all allegiance to the British Crown, and that all political connection between them and the state of Great Britain is, and ought to be, totally dissolved; and that, as free and independent states, they have full power to levy war, conclude peace, contract alliances, establish commerce, and to do all other acts and things which independent [60] states may of right do. And, for the support of this declaration, with a firm reliance on the protection of Divine Providence, we mutually pledge to each other our lives, our fortunes, and our sacred honour.

- i. Discuss the development of the thesis statement in this passage illustrating how the author uses the first and last paragraphs to support it.

[10 Marks]

- ii. Critically assess the persuasive effect of the passage. Does this effect arise from the occasion or internal qualities in the declaration?

[10 Marks]

- iii. Analyse the author's use of (i) legal and (ii) religious diction in creating a sense of seriousness to the Declaration.

[10 Marks]

Question Two

Read the poem below and answer the questions that follow.

Holy Sonnet 14 Batter my Heart, three-person'd God

John Donne

Batter my heart, three-person'd God, for you
As yet but knock, breathe, shine, and seek to mend;
That I may rise and stand, o'erthrow me, and bend
Your force to break, blow, burn, and make me new.
I, like an usurp'd town to another due,
Labor to admit you, but oh, to no end;
Reason, your viceroy in me, me should defend,
But is captiv'd, and proves weak or untrue.
Yet dearly I love you, and would be lov'd fain,
But am betroth'd unto your enemy;
Divorce me, untie or break that knot again,
Take me to you, imprison me, for I,
Except you enthrall me, never shall be free,
Nor ever chaste, except you ravish me.

- i. Discuss the themes John Donne explores in this poem.

[5 Marks]

- ii. Analyze the stylistic devices the poet uses in this poem. Illustrate your answer with relevant examples.

[10 Marks]

Question Three

You have been asked to write a persuasive essay on a controversial topic. Illustrate how you would arrange and develop your topic using the techniques below:

- Question of Fact
- Question of Value
- Question of Policy

[5 Marks each]

Question Four

“The study of rhetoric continues to excite students and scholars alike. Rhetoric plays an important role in everyday activities. You cannot do without rhetoric.”

Do you agree or disagree with this statement? Illustrate your answer using a variety of examples.

[15 Marks]

Question Five

Discuss the relevance of studying Cicero's rhetorical canons.

[15 Marks]