



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES

BACHELOR OF ARTS IN COMMUNICATION
END-OF-SEMESTER EXAMINATION
BAC 2103: COMMUNICATION AND RHETORIC

DATE: 9th October 2023

TIME: 08:00-10:00

Instructions

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

Read the following passage and answer the questions that follow.

1 Corinthians 13:1-13

¹If I speak in the tongues of men and angels, but have not love, I am only a resounding gong or a clanging cymbal. ²If I have the gift of prophecy and can fathom all mysteries and all knowledge, and if I have faith that can move mountains, but have not love, I am nothing. ³If I give all I possess to the poor and surrender my body to the flames, but have not love, I gain nothing.

⁴Love is patient, love is kind. It does not envy, it does not boast, it is not proud. ⁵It is not rude, it is not self-seeking, it is not easily angered, it keeps no record of wrongs. ⁶Love does not delight in evil but rejoices with the truth. ⁷It always protects, always trusts, always hopes, always perseveres.

⁸Love never fails, but where there are prophecies, they will cease; where there are tongues, they will be stilled; where there is knowledge, it will pass away. ⁹For we know in part, and we prophesy in part, ¹⁰but when perfection comes, the imperfect disappears. ¹¹When I was a child, I thought like a child, I reasoned like a child. When I became a man, I put childish ways behind me. ¹²Now we see but a poor reflection as in a mirror; then we shall see face to face. Now I know in part, then I shall know fully, even as I am fully known.

¹³And now these three remain: faith, hope and love. But the greatest of these is love.

- a. Construct a possible thesis statement for the passage above.
(2 marks for statement; 2 marks for explanation total of 4 marks)
- b. Aristotle argued that an effective speech is characterized by using rhetorical appeals. Explain how Apostle Paul uses these appeals in 1 Corinthians 13:1-13.
[1 mark identification of each appeal and 2 marks illustration for each- total 9 marks]
- c. Marcus Tullius Cicero, a Roman orator, philosopher, and politician introduced the five rhetorical canons of invention, arrangement, style, memory, and delivery. With

reference to the canon of style, analyze the writer's use of 7 rhetorical devices in the passage above.

[2 marks each giving a total of 14 marks]

- d. Discuss whether the author succeeds or fails to convince the reader about what he claims about love.

(3 marks)

Question Two

You were recently employed as the Communications Manager in a fashion clothes manufacturing company that was launching new products for different age and social groups.

- (a) Define the phrase “digital rhetoric”

(3 marks)

- (b) Describe any 4 types of digital rhetorical techniques you would use to conduct the marketing campaign.

(3 marks each giving a total of 12 marks)

Question Three

You were a rapporteur at the just concluded Africa Climate Summit held in Nairobi, Kenya. One of your tasks is to write (i) a five-hundred-word essay and (ii) a five-hundred-word newspaper article both calling upon polluting nations to take responsibility for climate change effects.

Compare and contrast the purpose, format, and style of the two tasks.

(5 marks for each point giving a total of 15 marks)

Question Four

As a communications practitioner, discuss the relationship between social media, digital communication, media literacy in modern society.

Digital communication, social media, and media literacy influence how people produce and consume information. Social media platforms and digital communication have given rise to media literacy skills. This influence is expressed in the following ways:

(3 marks per category totalling 12 marks; 3 marks for demonstrating the relevance of the interface to the communications practitioner)

Question Five

Classical Rhetoric consists of five broad categories, namely: (i) Forensic Rhetoric, (ii) Deliberative Rhetoric, (iii) Epideictic Rhetoric, (iv) Political Rhetoric, and (v) Demonstrative Rhetoric. Each category is suitable for specific purposes and in everyday situations. Illustrate the focus of each category using relevant examples.

(3 marks per category totalling 15 marks)