



**SCHOOL OF HUMANITIES & SOCIAL SCIENCES**  
**BACHELOR OF ARTS IN COMMUNICATION**  
**END OF SEMESTER EXAMINATION**  
**BAC 2103: Communication and rhetoric**

**Date: 25<sup>th</sup> October 2024**

**Time: 10:30-12:30**

Instructions

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

**Question One**

**(30 marks)**

**Part A**

*Political rhetoric and public discourse play a crucial role in shaping public discourse by framing issues, influencing public opinion, and guiding policy decisions. Political parties use various rhetorical strategies to persuade, motivate, and mobilize voters, as well as to defend their positions and attack opponents. The effectiveness of political rhetoric and public discourse lie in their ability to connect with the audiences' values, beliefs, and emotions, while also appealing to reason and logic.*

You are the Director of Elections for a Kenyan political party in an election year. Discuss the following questions in response to the quotation above. 3 marks per sub question

- i. What is political rhetoric, and why is it important in any elections campaigning?
- ii. Explain the importance of emotional appeal (pathos) in Kenyan election campaigns and how it can be effectively used to connect with voters.
- iii. Describe how logical appeal can (logos) be utilized to persuade voters in Kenyan elections, especially in policy-driven campaign.
- iv. What role does ethnic identity play in Kenyan elections, and how would you counter ethnic-based voting through political and public discourse rhetoric?
- v. How would you utilize media framing and agenda-setting in Kenyan election campaigns to influence public discourse in favour of your party?
- vi. Social media and digital platforms greatly influence public opinion during any election campaign. Illustrate this statement in your political campaigning
- vii. How would you handle opposition attacks and counter-narratives in your election campaign? Provide examples of effective counterstrategies.

- viii. Explain the role of public opinion polling in shaping campaign rhetoric during Kenyan elections.
- ix. “Rhetorical devices like rhetorical questions, repetition, and slogans play a crucial role in influencing voters.” Generate one example to illustrate each category.

### Part B

In your course of study, you studied a unit on advertising and media. Discuss the impact of algorithm-driven and visually appealing media messages on audiences’ behaviour and decision-making. Provide examples to support your answer.

### Question Two

(15 marks)

Compare and contrast any two of the following modern rhetorical theories and discuss their impact on 21<sup>st</sup> Century lifestyles. **(1 mark introduction, 4 marks per theory, 6 marks for comparison)**

- i. Kenneth Burke’s Dramatism
- ii. Michel Foucault’s Discourse Theory, and
- iii. Chaim Perelman’s New Rhetoric

### Question Three

Read the sonnet below and answer the questions that follow.

#### Sonnet 18

Shall I compare thee to a summer’s day?  
Thou art more lovely and more temperate:  
Rough winds do shake the darling buds of May,  
And summer’s lease hath all too short a date;  
Sometime too hot the eye of heaven shines,  
And often is his gold complexion dimm’d;  
And every fair from fair sometime declines,  
By chance or nature’s changing course untrimm’d;  
But thy eternal summer shall not fade,  
Nor lose possession of that fair thou ow’st;  
Nor shall death brag thou wander’st in his shade,  
When in eternal lines to time thou grow’st:  
So long as men can breathe or eyes can see,  
So long lives this, and this gives life to thee.

William Shakespeare

- i. Explain the theme of the poem. **(3 marks)**
- ii. Analyze how William Shakespeare uses any four stylistic devices in this poem to develop the theme.

**(3 marks per device giving a total of 12 marks)**

**Question Four****(15 marks)**

You work for a major Beauty Products manufacturing company. Your competitor has launched a vigorous media attack against your company in their attempt to get a share of the market. Your CEO has asked you to counteract this attack. Discuss five communication strategies you would use to counteract the attack. Illustrate your answer using relevant examples.

**Question Five****(15 marks)**

Discuss how your study of Communication and Rhetoric has equipped you to handle the issues listed below. Use three examples to illustrate each issue. **(2 marks discussion; 1 mark per skill)**

- i. misinformation,
- ii. fake news, and
- iii. citizen journalism