



Strathmore
UNIVERSITY

**SCHOOL OF HUMANITIES & SOCIAL SCIENCES
BACHELOR OF ARTS IN COMMUNICATION
END OF SEMESTER EXAMINATION
BAC 1205: ENGLISH FOR EFFECTIVE COMMUNICATION**

Date: 22nd March 2022

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

(30 marks)

Read the article below and answer questions a, b and c.

The rise and rise of the DIY Movement

Daily Nation Thursday, 27th January 2022

The DIY movement has appeared, disappeared and reappeared through the centuries, varying in its purpose and magnitude over time. From the 6th century, various factors such as economic depressions, lack of machinery, world wars, empowerment, environmental conservation and resistance against capitalism have triggered DIY trends.

The movement is back, and rather than the basic decorative crafts, the current wave is bigger as enthusiasts take on big projects.

We had a chat with three of them who tell us why the current DIY movement is disrupting the market.

Christine Nore, Fashion Designer, Home Makeover Professional, DIY Content Creator

About a year ago, Christine was a lifestyle vlogger with barely 200 subscribers. She then came across home décor DIY content and decided to try generating something different for her audience. She first created a decorative accessory using straws - the reaction from her audience was surprisingly good.

“People were really interested in trying out the DIY piece,” she recalls. She then made a second, a third and a fourth accessory and the first customer came knocking. There was clearly a big audience for DIY content and Christine decided to focus on this. Meanwhile, her subscriber count was increasing at a very fast pace.

“Sometimes I would wake up to 500 more and other times thousands of new subscribers,” she says.

With close to 60,000 subscribers, she currently focuses on home décor DIY using upcycled or recycled materials. In her videos, she turns the most basic materials into unique furniture and decorative pieces.

She has turned water buckets into ottomans, toilet tank balls into flower vases, old tyres into couches and a TV box into a coffee table. She observes that while there has always been an interest in DIY, now it's at fever pitch.

Questions

- a. Identify the genre of this newspaper article. (1 mark)
- b. Describe four language related characteristics that are associated with this genre. Use examples from the article to support your response. (12 marks)
- c. With the use of an example in each case, explain three circumstances when the definite article 'the' should be used in a sentence. (6 marks)
- d. With the aid of an example in each case, explain 2 language related issues that you need to consider when writing a title of news headline. (6 marks)
- e. Use commas to disambiguate or correct the following sentences (5 marks)
 - (i) Jean finds inspiration from cooking her family and her dog. (Include an Oxford comma)
 - (ii) Let's eat grandpa.
 - (iii) Before eating the family said grace
 - (iv) It was sadly the last day of the camp.

Question 2

(15 marks)

Financial reporting is a language, just like German or English. It is the language that companies use to talk to investors. It is the language that investors use to ascertain value. It is what people use every day to decide where to invest their hard earned dollars for financial security and future opportunity.

Comment on the statement above by describing five features that show the nature of language used in financial reporting. In each case, provide an example.

Question 3

(15 marks)

Use relevant examples to illustrate five ways in which the media uses language to communicate to its audience.

Question 4

(15 marks)

- (i) Describe the following phonological processes and provide an example in each case: elision and assimilation (6 marks)
- (ii) State the place and manner of articulation of the following phonemes (8 marks)
 - /p/
 - /b/
 - /t/
 - /d/
- (iii) State an example of an allophone. (1 mark)