



**SCHOOL OF HUMANITIES & SOCIAL SCIENCES**  
**BACHELOR OF ARTS: COMMUNICATION**  
**END OF SEMESTER EXAMINATION**

**BAC 1205: ENGLISH FOR EFFECTIVE COMMUNICATION**

Date: Monday 12<sup>th</sup> April 2021

Time: 12:00 – 14:00

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**Instructions**

**Answer question 1 and any other two questions.**

**QUESTION 1**

**(30 Marks)**

**Read the text below and answer all the questions in question 1**

During the late 90s, 22-year-old Samille, an American college graduate, was caught up in a whirlwind romantic relationship with her older married boss. Two years later, with the advent of the digital age, the private intimate details of their affair was thrust into the rabid attention of the public eye across the world. Overnight, Samille was caught up in a maelstrom of public shaming and harassment, a harrowing experience that was only years later given the term cyberbullying. The public shaming left Samille so distraught; she said in later media interviews that her mother had to sit next to her bed night by night and make her shower with the bathroom door open, fearing that their only child would be literally humiliated to death. You may probably grasp the magnitude of the international scrutiny and scorn that Samille went through if you get to know her full name: Monica Samille Lewinsky.

Her boss and then lover, former President Bill Clinton, managed to shrug off the Clinton-Lewinsky scandal and retire from public office as one of the most loved American presidents in recent memory, thanks to an army of public relations and image experts. But for Lewinsky, any attempt to rebuild her life from what she has since described as ‘a deeply regrettable mistake’ was thwarted. She has been constantly jerked back into the past by the vicious tentacles of online tormentors who keep resuscitating tales of her old torrid affair with one of the most powerful men in the world.

While bullying may be as old as mankind, its online version is part of the digital revolution that came to the fore on the cusp of the millennium. And in many ways Lewinsky can be described as the firstborn of a generation of victims of cyberbullying. Just recently, the world was shocked to hear about a case in a community college in Utah where some of the male students secretly filmed their sexual acts with different female students from the same college. The boys eventually released all the videos online and the girls whose faces were clearly visible and recognizable got caught up in the crosshairs of packs of social media bullies. Following the onslaught of online ridicule and shaming, three of the female students committed suicide.

People, and especially young people, taking their lives because of Cyberbullying is so much on the rise that there is now an official word for it: Cyberbullicide. According to a survey by the international organization Pew Research Center 66% of adults have witnessed online harassment, while 41% have been victims. In addition, the survey states that victims of cyberbullying are almost twice as likely to attempt suicide than those who were not.

Here in Kenya, we do not yet have the full statistics of how many people may have been trolled to an early grave but from time to time, through personal testimonies by local celebrities and public figures, we catch a glimpse of the devastating impact of humiliation that is driven by the internet. These individuals tell of how personal details of their marriages, private intimate moments and even documents of their financial information have quickly gone viral on Twitter, Facebook and even become a meme of its own. And very rarely do people take on online bullies, probably afraid that the bullies will viciously turn and train their virtual guns on them instead. These scared and terrified people are not alone.

Lewinsky was shamed and trolled into a decade of silence but she says she is now back to lend a voice to the victims. Her first public stop was as a speaker at a TED Talk event where she gave a speech titled, 'The Price of Shame.' She called out online content producers, comedians and other creative leaders who have perhaps unknowingly, created a marketplace where shame is a commodity and public humiliation an industry that makes money off the back of someone else's suffering. The more shame, the more online user clicks and the more clicks, the more advertising profits.

Lewinsky's message reached more than 11 million viewers. And while not everyone has such a big platform, each social media user can still have a positive impact. Compassion and empathy are desperately needed in the online community and this can be shared using a simple three-tier approach.

Firstly, choose not to be caught by the click bait temptation because every click means more humiliation for the victim. Secondly, a kind word to the victims goes a long way in giving them the much needed comfort. Go to their social media pages and post something positive, not necessarily about the current gossip. It may be a comment on an old post made by them or a dated picture. Finally, before you post, share publicly or privately, comment or click to view, be guided by the first three questions that form the Rotary International moral code: Is it the truth? Is it fair to all concerned? Will it build goodwill and better friendships?

- a) Write a suitable newspaper headline for this article. **(2 marks)**
- b) Explain any **THREE** factors to consider when preparing a news headline. **(6 marks)**
- c) Justify the use of the semicolon as it appears in the sixth line of the first paragraph. **(2 marks)**
- d) Use examples to explain any **TWO** other instances a writer can employ the use of a colon. **(4 marks)**
- e) Explain why the writer has capitalized the initial letter in the word President and yet it appears in the middle of a sentence. **(2 marks)**
- f) By use of example, analyse any **FOUR** other instances when a writer is required to capitalize the initial letter of a word in a sentence. **(8 marks)**
- g) Explain any **THREE** phrasal verbs that this article has used **(6 marks)**

## QUESTION 2

(15 marks)

- i Identify the morphemes in each of the following words: **(5 marks)**
  - a) Predate
  - b) Rattlesnake
  - c) Paralegals
  - d) Legally
  - e) Box
- ii Indicate whether the sound 'u' in each of the following sentences is short [ʊ] or long [u:] **(6 marks)**
  - a) Tool
  - b) Put
  - c) Who
  - d) Book
  - e) Woo
  - f) Choose
- iii Discuss any **TWO** impacts social media has had on written communication **(4 marks)**

## QUESTION 3

(15 marks)

- i) Rewrite the following sentences in the correct broadcast format. **(each question contains 10 marks)**
  - a) The football team was beaten 4-2 by the visiting team.
  - b) George Muraka, the senior marketing manager, was reported missing at 10pm.
  - c) At this time, currently, the weather is expected to remain sunny and cloudy.
  - d) Police ambushed a gang of heavily armed robbers along the Thika highway.
  - e) More than 750 students in Nairobi county were sent home due to lack of tuition fees.
  - f) We must stop the pretence and work around creating an atmosphere that protects children from those intent on entrench or promote violent extremism conducive environments in schools, home and other areas.
  - g) In Kenya, there are an estimated 3.5 million new clinical cases of malaria and 10,700 deaths each year, according to UN statistics.
  - h) The power lines were reinstalled over the course of 4 weeks.
  - i) Elgeyo Marakwet senator, Kipchumba Murkomen, will chair the upcoming senate meeting.
  - j) The MP of Gachagua has defended the disputed city property.
- ii) Discuss any **THREE** news style rules that a newspaper writer should adhere to. **(3 marks)**
- iii) Describe any **TWO** forms of social media that journalists can use to dispatch their duties **(2 marks)**

#### QUESTION 4

**(15 marks)**

- i. Choose the correct homophone to fill in the blanks. **(each question contains 5 marks)**
  - a) I told her if she didn't hit the..... (break/brake) in time she would break the side mirror of the car.
  - b) If you accidentally drank a bottle of fabric.....(dye/die), you might die.
  - c) The plane left the .....(hanger/hangar) and moved slowly towards the runway.
  - d) The..... (whether/weather) looks unpredictable today.
  - e) The medicine did not..... (effect/affect) her the way the doctor had expected.
- ii. Add the verb 'to be' to change these sentences from active to passive. **(each question contains 2 marks)**
  - a) I am driving a car.
  - b) I have been driving a car.
  - c) I will have driven a car.
  - d) I was driving a car.
  - e) I have driven a car.