



**SCHOOL OF HUMANITIES & SOCIAL SCIENCES  
(Bachelor of Arts in Communication Studies)  
END OF SEMESTER EXAMINATION  
BAC 1205: ENGLISH FOR EFFECTIVE COMMUNICATION**

**DATE: 13<sup>th</sup> March, 2018**

**Time: 08:45 – 10:45 Hours**

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**Instructions**

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

***Question 1***

Read the following passage and answer the questions that follow

**GARBAGE**

Garbage cans are not magical portals. Trash does not disappear when you toss it in a can. Yet, the average American throws away an estimated 1,600 pounds of waste each year. If there are no magic garbage fairies, where does all that trash go? There are four methods to managing waste: recycling, land filling, composting, and incinerating. Each method has its strengths and weaknesses. Let us take a quick look at each.

Recycling is the process of turning waste into new materials. For example, used paper can be turned into paperboard, which can be used to make book covers. Recycling can reduce pollution, save materials, and lower energy use. Yet, some argue that recycling wastes energy. They believe that collecting, processing, and converting waste uses more energy than it saves. Still, most people agree that recycling is better for the planet than land filling. Land filling is the oldest method of managing waste. In its simplest form, land filling is when people bury garbage in a hole. Over time the practice of land filling has advanced. Garbage is compacted before it is thrown into the hole. In this way more garbage can fit in each landfill. Large liners are placed in the bottom of landfills so that toxic garbage juice does not get into the ground water. Sadly, these liners do not always work. Landfills may pollute the local water supply. Not to mention that all of that garbage stinks. Nobody wants to live next to a landfill. This makes it hard to find new locations for landfills.

As landfill space increases, interest in composting grows. Compositing is when people pile up organic matter, such as food waste, and allow it to decompose. The product of this decomposition is compost. Compost can be added to the soil to make the soil richer and better for growing crops. While composting is easy to do onsite somewhere, like home or school, it is hard to do after the garbage gets all mixed up. This is because plastic and other inorganic materials must be removed from the compost pile or they will pollute the soil. There is a lot of plastic in garbage, which makes it hard to compost on a large scale.

One thing that is easier to do is burning garbage. There are two main ways to incinerate waste. The first is to create or harvest a fuel from the waste, such as methane gas, and burn the fuel. The second is to burn the waste directly. The heat from the incineration process can boil water, which can power steam generators. Unfortunately, burning garbage pollutes the air. Also, some critics worry that incinerators destroy valuable resources that could be recycled.

Usually, the community in which you live manages waste. Once you put your garbage in that can, what happens to it is beyond your control. But you can make choices while it is still in your possession. You can choose to recycle, you can choose to compost, or you can choose to let someone else deal with it. The choice is yours.

- a) Justify the use of the colon and comma as they appear in the fourth line of the first paragraph. (3 Marks)
- b) Use examples to explain any **THREE** other instances a writer can employ the use of a colon. (6 Marks)
- c) Explain why the writer has capitalized the initial letter in the word American yet it appears in the middle of a sentence. (3 Marks)
- d) By use of example, analyse any **THREE** other instances when a writer might be forced to capitalize the initial letter of a word in a sentence. (6 Marks)
- e) Use examples to explain the meaning of any **FOUR** phrasal verbs used in the comprehension. (12 Marks)

**Question 2** (15 marks)

- a) Identify any **FIVE** key media stakeholders. (5 Marks)
- b) Discuss any **FIVE** grammatical rules journalists observe when preparing newspaper headlines. (10 Marks)

**Question 3** (15 marks)

- a) Describe any **FIVE** forms of social media journalists can use to discharge their duties. (5 Marks)
- b) Use relevant examples to examine any **FIVE** benefits of written communication. (10 Marks)

**Question 4** (15 marks)

- a) Identify the morphemes in each of the following words: (5 Marks)
  - i. Waiter
  - ii. Unhealthy
  - iii. Wastage
  - iv. Reconsider
  - v. Seaward

- b) By use of **FOUR** sentences, explain the concept of elision in English Language (10 marks)

**Question 5** (15 marks)

- a) Outline any **FIVE** types of media language. (5 Marks)
- b) Determine any **FIVE** positive impacts of technology in business organizations. (10 Marks)