



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

**DATE: Friday, 13<sup>th</sup> March 2020**

**Time: 15:30-17:30**

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**Instructions**

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

***Question 1***

- a). Discuss **THREE** ways in which new technologies impact communication. (12 marks)
  
- b). Contrast the phonological terms ‘phoneme’ and ‘allophone’. (6 marks)
  
- c). Describe the parameters that you would use to describe.
  - i. A consonant. (3 marks).
  - ii. A vowel. (3 marks).
  
- d). Giving an example for each, describe the following phonological processes as used in the study of phonology.
  - i. Assimilation. (3 marks).
  - ii. Elision. (3 marks).

***Question 2***

Describe **FIVE** forms of emerging technologies that influence PR practice and policies. (15 marks)

***Question 3***

- a). Distinguish between a main clause and a subordinate clause. (7 marks)
- b). Giving an example for each, identify the two types of connection within the sentence or clause. (8 marks)

***Question 4***

Using FIVE points, explain how technology affects vocabulary in communication. (15 marks)

***Question 5***

By use of relevant examples, explain any **THREE** types of media language (15 Marks)