



TECHNICAL UNIVERISTY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR:
BACHELOR OF JOURNALISM & MASS COMMUNICATION

BMC 4117: ENGLISH FOR MASS COMMUNICATION

SPECIAL/SUPPLEMENTARY EXAMINATION

SERIES: OCTOBER 2013

TIME: 2 HOURS

Instructions to Candidates:

You should have the following for this examination

- *Answer Booklet*

Answer **FIVE** questions. Section **A** is compulsory. Attempt any **FOUR** questions in section B

Maximum marks for each part of a question are as shown

This paper consists of **THREE** printed pages

Section A (Compulsory)

Question One

a) You are a reporter at Shangilia Media House and have come across the details below:

Court Case in Court Room A, Chamber a, Mombasa Law Courts

Mr. Adina Kazimbaya
(Plaintiff (Complainant))

The Medusa Wine Agency (K) Ltd
Vs. Defendant

Details:

On 2nd January 2013 the Plaintiff was allegedly laid off from work over allegations that on 24th December, 2012, he illegally sold alcohol belonging to the company. The Branch Manager and the Human Resource Manager did not conduct further investigation into the issue, rather, summarily dismissed him. He had worked for the company for ten years and had never received a warning letter

during this time. After his dismissal, the company published a notice in the newspaper with his photograph warning the public not to deal with him as he was not to be trusted. He is now suing the company for defaming him and for unfair dismissal.

Write the lead of the article to be published in your daily newspaper (10 marks)

b) Distinguish a news story from a feature story (5 marks)

c) Define any TWO types of leads used in feature story writing (5 marks)

d) Complete the sentences below using the appropriate preposition (5 marks)

- (i) He has been very happy _____ he got married
- (ii) There was a fight _____ the two gangs. Derrick was _____ those who were fighting.
- (iii) We are to dress _____ Sundrenes for the June 1st celebrations although the weather is cold _____ June.

Section B (Attempt any FOUR questions)

Question Two

Complete the following sentences appropriately using either **its**, **it's**, **beside**, **besides**, **this** or **these** where applicable. (10 marks)

- (i) Please place the chairs _____ the tables the examiners will be shortly.
- (ii) " _____ here that I hid the money!" said the thief.
- (iii) _____ is where the first President of Kenya liked spending his weekends.
- (iv) Nandi is a very good runner _____ being a tennis champion
- (v) You must not cut down _____ trees as they attract rain
- (vi) The baby is playing quietly with _____ toys
- (vii) "I do not see the point of going the extra mile in my work _____ my employer is paying me peanuts! exclaimed the lazy butcher.
- (viii) I do not like finding myself in _____ kinds of problems.
- (ix) _____ is the book my father bought for me.
- (x) He sat _____ his girlfriend during the French lecture.

Question Three

Define:

- (i) Spoken English (2 marks)
- (ii) Written English (2 marks)
- (iii) English for small screen devices (1 mark)

Question Four

You are a news anchor at silver Television Network. As you are going through your news script, you find the following homographs whose pronunciations have always confused you.

Tea, wound, compound, desert, wind.

- (i) Transcribe the homographs showing the two different pronunciation in each case (5 marks)
- (ii) Define each of the homographs transcribed above (5 marks)

Using the words given below, identify short, diphthong and triphthong vowel sounds. (10 marks)

their, there, our, hour, aura, idea, me, right, cat, van

Question Five

In the sentences below:

- (i) Identify the error
- (ii) Rectify the error

(10 marks)

- a) I am competent in broadcast and editing
- b) The media, most of them operate more than one media vehicle, like the standard group it operates K.T.N which is under broadcast media, radio maisha and at the same time standard newspaper, hence the standard group is a conglomerate.
- c) When I came in the morning, I am seeing a tall man standing at the window.
- d) The player could not continue playing as he had an Achille's tendon tear and needed powerful analgesics to ease the pain.
- e) Prof. Nadia's daughter was not happy with the way the media were interfering with his mother's privacy.

Question Six

- a) Distinguish between stress and intonation as used in phonetics
- b) The sound /J/ is a unique sound. Discuss.

(2 marks)

(8 marks)