



# TECHNICAL UNIVERSITY OF MOMBASA

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SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

**UNIVERSITY EXAMINATION FOR:**

**BACHELOR OF JOURNALISM AND MASS COMMUNICATION**

**BMC 4101: ACADEMIC WRITING**

**END OF SEMESTER EXAMINATION**

**SERIES: APRIL 2016**

**TIME: 2 HOURS**

**DATE: Pick Date Apr 2016**

## Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

**Do not write on the question paper.**

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## **Question ONE**

- A. Explain two methods of measuring the difficulty of Academic Text. (10 marks)
- B. You are the president of the Taifa University student union. The students in your University went on strike 2 days ago and the Vice Chancellor has tasked you to come up with a report to shed light on this situation. Discuss the parts of a report. (20 marks)

## **Question TWO**

Using Attachment 1 provided, write a 300 word reaction paper. (20 marks)

## **Question THREE**

- A. Explain whether the following scenarios constitute or do not constitute plagiarism:  
(12 marks)
  - i. Robert decides to use information he thinks is common knowledge in his assignment, to emphasize a point he is making. In his assignment he writes: Kenya is an East African Country.

- ii. John has found a book for his assignment. It covers the main points needed and he decides to put these points into his own words.

**The book said:** Mark Anthony, on addressing the crowd after Julius Caesar's assassination: "The evil that men do lives after them, the good is oft interred with their bones".

**In the assignment John wrote:** Mark Anthony, in his speech to the mob, suggested that it would be useless for him to praise Caesar, because it was men's evil deeds, not their good ones, which were remembered after their deaths.

- iii. Mary finds a book for her assignment while looking in the library. The author writes really well, and Kyla decides that she could not put the main points any better. She includes a sentence from the book in her assignment.

**The book said:** During the early phases of negotiating a merger and acquisition (M&A), managers will need to gather as much information as possible on the participants to establish clear goals and objectives

**In the assignment, Mary wrote:** When starting a merger or acquisition managers will need to gather as much information as possible on the participants to establish clear goals and objectives.

- iv. Ben has found a document that his tutor has uploaded to BMC Online. Ben wants to use some of the content in the powerpoint handout in his advertising assignment and decides to reference the source as a course handout.

**The original handout says:** Corporate social responsibility is an organisation's responsibility to act in a way that protects or furthers interests of society as well as its own (N. Cordery, 2012)

**Ben wrote:** Cordery (2012) suggests corporate social responsibility is the organisation's task to act in a way to protect the interests of society.

- B. Using examples, explain how you would write references for material obtained from the various sources in your bibliography section.

- i. Books
- ii. Journals
- iii. Newspapers
- iv. Websites

(8 marks)

#### Question FOUR

Discuss the functions of the following sections of a research paper:

- a) Abstract
- b) Appendices
- c) Introduction
- d) Main Body
- e) Case Study ( 5 marks each)

## **Question FIVE**

Sentence construction and punctuation are key in the various forms of academic writing.

- a) Discuss the nature of good paragraphs and sentences in academic writing. (10 marks)
- b) Using examples, explain the functions of the following punctuation tools:
  - i. Semi colons
  - ii. Quotation marks
  - iii. Apostrophes
  - iv. Parentheses (10 marks)

## ATTACHMENT 1

### **How not to write about Africa in 2012 – a beginner's guide by Binyavanga Wainaina**

Nairobi is a good place to be an international correspondent. There are regular flights to the nearest genocide, and there are green lawns, tennis courts, good fawning service. You can get pork belly, and you can hire an OK pastry chef called Elijah (surname forgotten) to work in your kitchen for \$300 a month.

If you work for one of the major newspapers, or television and radio services, chances are you live in Nairobi or Johannesburg. To make your work easier, you need, in your phone, the numbers of the country directors of every European aid agency: Oxfam, Save the Children. To find these numbers is not difficult: chances are these guys are your neighbours, your tennis partners.

If your spouse has arrived in Kenya and does not have a job, soon he or she will be fully networked and earning lots of pounds/euros/dollars, making sure the babies of Africa are safe, making sure the animals of Africa are kept safely away from Africans, making sure the African woman is kept well-shielded from the African man, making sure the genitals of Africa are swabbed, rubbered and raised into a place called awareness. Because you are a good person, who believes in multiculturalism, and that politicians are evil.

You are a child of the human rights age. A post-cold war child. In this age, which has no ideology, brown and black places are flat issues: how far from gay freedom is (fill in African country)? In this age, all local knowledge is carried by aid organisations. These organisations speak human rights, and because they do so, we know that they are good, objective and truthful. So, if a foreign correspondent needs to know what exactly is going on in Sudan, their weekly lunch with the Oxfamy guy will identify the most urgent issues

Since, in your world, big history died with the Berlin wall, there is only little history left to report on Africa. Little history is full of many small flares of wonderfulness and many small flares of utter horribleness that occasionally rise in a flat and benign world: a little boy in Malawi made his own radio. An actual radio. He has a good smile. Osama bin Laden or one of his peeps bombed trains, planes and innocents – and you slept safe that night, all of the flat world slept safe that night

If there was a new map, Africa would be divided into three: 1) Tiny flares of horribleness – Mugabe, undemocratic, war, Somalia, Congo; 2) Tiny flares of wonderfulness – Mandela, World Cup, safari. Baby4Africa! A little NGO that does amazing things with black babies who squirm happily in white saviours' hands because they were saved from an African war. 3) The rest. Let's call this the "vast grassroots". This part of Africa is run by nameless warlords. When the warlords fall, these places are run by grassroots organisations that are funded by the EU and provide a good place to send gap year kids to help and see giraffes at the same time. Grassroots Africa is good for backpacking because it is the real Africa (no AK47s to bother you, no German package tourists). The vast grassroots exists to sit and wait for agents of sustainability (Europeans) to come and empower them.