



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4101: ACADEMIC WRITING

SERIES: SEPT. 2017

TIME: 2 HOURS

DATE: SEPT. 2017

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.

Question ONE (Compulsory)

a) Explain the following terms as used in academic writing:

i) Evaluation (2mks)

ii) APA (2mks)

iii) Citation (2mks)

iv) Synthesis (2mks)

v) Logic (2mks)

b) Explain THREE differences between 'paraphrasing' and 'synthesizing' information. (6marks)

c) Elaborate any FOUR features of academic writing. (8mks)

d) Explain THREE functions of an introduction in academic writing (6mks)

Question TWO

- a) Explain the THREE elements of a good argument. (6mks)
- b) Discuss FOUR ways how one can include voice in academic writing. (14 mks)

Question THREE

- a) Elaborate audience analysis. (4mks)
- b) Explain how a student can carry out an audience analysis before any writing. (16mks)

Question FOUR

- a) Explain plagiarism? (4mks)
- b) Explain any FOUR methods how plagiarism can be avoided. (16mks)

Question FIVE

Discuss FIVE importance of referencing in any writing. (20mks)