



# TECHNICAL UNIVERSITY OF MOMBASA

*Faculty of Business & Social Studies*

**DEPARTMENT OF MEDIA & GRAPHIC DESIGN**

**UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF JOURNALISM AND MASS COMMUNICATION**

**BMC 4117: ENGLISH FOR MASS COMMUNICATION**

**END OF SEMESTER EXAMINATIONS**

**SERIES: APRIL 2014**

**TIME: 2 HOURS**

**INSTRUCTIONS:**

– Answer **ALL** questions.

***This paper consists of Two printed pages***

---

**QUESTION 1**

There has been a standoff between the Mombasa County officials and the hawkers over the allegedly 'hawkers irregular sale' of their wares on the streets. You have been asked to report the incident live by the Radio Station you work for.

Write a **TWO** page verbatim live report of the incident.

**(20 marks)**

**QUESTION 2**

Punctuate the following passage.

**(10 marks)**

i teach a lot of techniques so that people can learn how to write comedy most of what i focus on is writing comedy for a stand up act however the same techniques are used in blog writing script writing or any other writing because the fundamentals of comedy and the goals remain the same the difference is the style stand up is more conversational its about persona and empathy in other words as a stand up comedian the audience has to like you they want to root for you while you share your struggles and life situations and observations also as a stand up we have to connect with you and one of the best ways to do is to share with your audience your emotional point of view if we dont know how you feel, then its harder to connect the best stand up comedians from guatemalawill tell you the same

### **QUESTION 3**

Transcribe the following passage using IPA (International Phonetic Alphabet).

**(20 marks)**

You are hereby invited to attend the above cited briefing which will be held on 14<sup>th</sup> February, 2014 at the Kenya Institute of Mass Communication from 9.00am to 5.00pm. Kindly note that you will be expected to take care of your own transport, accommodation and subsistence. Make arrangements to attend this important meeting. Come get the theme and measure your writing skills.

### **QUESTION 4**

a) Define a 'Phoneme'.

**(2 marks)**

b) i) Explain how sounds are phonetically described.

**(4 marks)**

ii) Give any **TWO** examples of the descriptions explained in 4 b (i) above.

**(4 marks)**

### **QUESTION 5**

Transcribe the following words:

|      |       |      |         |
|------|-------|------|---------|
| Pure | queen | then | face    |
| Hat  | owe   | comb | phase   |
| Shy  | gent  | dug  | feature |
| Lady | ooze  | cake | news    |
| Mumb | thumb | moon | thing   |

**(10 marks)**