



# 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**

**SPECIAL/SUPPLEMENTARY EXAMINATIONS**

**SERIES: JULY 2014**

**TIME: 2 HOURS**

## **INSTRUCTIONS:**

– Answer **ALL** questions.

***This paper consists of Three printed pages***

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## **QUESTION 1**

The Red Cross Society of Kenya has appealed for blood donations. The students leader's body of the Technical University of Mombasa has mobilized its entire students body to donate blood during the cultural day. Radio Morning Star has asked to report live on the student's drive to donate blood.

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

**(20 marks)**

## QUESTION 2

Punctuate the following passage.

**(10 marks)**

what is it that makes a great play is it the characters is it the plot is it the wisdom or honesty it constitutes all of these things and a lot more when we sit down with a play in mind the question is how do we put it on paper effectively how do we know that the completed work is a viable piece of work ultimately this is quite subjective thus there are numerous approaches that will give you an indication that you have achieved your goal of not just writing but having written a great play scripting demands time planning drafting revising and editing but the most important part of the process is crafting the dialogue without it you have no story with it comes the inspiration and the excitement for the script writer the tools are significant details the revelations of things said and left unsaid the shape of the play forms the skeleton on which on hand the stuff of life and the only way to obtain these elements is by putting in the time

## QUESTION 3

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

**(20 marks)**

The chairman informed members that a team of drama teachers visited to Rwanda to see what measures had been undertaken after the genocide. Besides, the National Cohesion and Integration Commission wished to promote the theme 'cohesion and integration through song and dance'. The chairman indicated that pieces promoting that theme were welcome especially that Kenya was to undergo elections.

## QUESTION 4

a) Define 'Phonetics'.

**(2 marks)**

b) Identify any ONE minimal pair of the following:

i) Labio-dental

ii) Bilabial

**(2 marks)**

c) Give **THREE** examples of each of the minimal pairs identified in b (i) and (ii) above.

**(6 marks)**

## QUESTION 5

Transcribe the following words:

cure	quality	those	take
man	Own	call	leisure
sly	Judge	rug	crazy
baby	Fuse	bake	tune
river	think	soon	thin

**(10 marks)**