



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of Communication Studies

UNIVERSITY EXAMINATION FOR:
BACHELOR OF JOURNALISM & MASS COMMUNICATION
HMC 4106: ENGLISH FOR MASS COMMUNICATION
END OF SEMESTER EXAMINATION
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TIME: 2HOURS
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Instructions to Candidates

QUESTION ONE (30 MARKS) COMPULSARY

- a) Read **both** texts, and then write a magazine article for young people about modern friendship. In your article you should:

- evaluate the ideas about friendship given in both texts
- explain, based on what you have read, to what extent you think social media affects friendship.

Base your article on what you have read in both texts, but be careful to use your own words. Address both of the bullet points. Use 350 to 450 words.)

Text A:

My best friendships happen online but that doesn't make them any less valid

The following text is about online friendships.

We blame the internet for all human sins. It has grown popular to berate the internet for its role in our ever-growing loneliness epidemic.

Scientists regularly release studies that suggest a correlation between social media use and loneliness, low self-esteem and social isolation. But even they have to admit we do not know what came first: the loneliness or the social media.

I'd like to defend the internet. I've just spent a year researching friendship for my book, which is about precisely this: the intersection between loneliness and friendship.

I've spoken to countless people, both my own friends and strangers from the internet, who would simply not have access to the same social life without social media. I know a woman who met all three of her bridesmaids – the women she cherishes most in the world – online. She says she feels like her most authentic self when she's online.

This is perhaps exactly the point: we can no longer quite so easily distinguish between our online selves and our 'real' selves. We are becoming confident enough to merge our online and offline selves as we realise that social media is an important platform for friendship.

My best friends in the world live in Melbourne, New York, Los Angeles and New Orleans. I am, at any time, a minimum of 5 000 kilometres away from them. Catch-ups over lunch are not possible for us. Our group chat has become a glorious mishmash of the trivial and the meaningful – home to career advice, dog pictures, memes and moral support. I am indignant and distressed by anyone who would suggest our largely online friendship is in any way less valid than people who have the luxury of sharing oxygen in the same physical place.

Besides, befriending apps are popping up all over. Some alleviate the loneliness for new mums or help you find new friends when you move to a new city. The clever thing about so many of these apps is they use the very thing we blame for our disconnection from others – technology – to bring us back together. They take away the difficulty of usual social interaction

and reduce the chance of rejection. Think how many people this technology might particularly help: introverts, people with disabilities that make it difficult to leave the house or even speak, deaf people, people with mental health problems, people who just find social interaction terrifying.

The internet could be just the thing to help us revive friendship.

Text B:

The limits of friendship

The following text is about the changing nature of friendship.

Robin Dunbar, an anthropologist working with primates some years ago, was researching why primates spend so much time in groups. He moved from there to humans and claimed that the average person could have up to 150 people in their social group. Anything beyond that is unmanageable. Since then, Dunbar has been exploring whether our ever-expanding social networks have done anything to change it.

Within the group of 150 only 5 will be your closest support group. Dunbar found that while the group sizes are stable, their composition is fluid. Your five today may not be your five next week.

As constant use of social media has become normal, people have challenged the relevance of Dunbar's number. Isn't it easier to have more friends when we

have social media to help us to cultivate and maintain them? Our real-world friends tend to know each other but online we can expand our networks. Yet, 150 has remained constant, despite the ease of online connections compared with face-to-face ones.

However, social media is changing the nature of human interaction. It allows you to keep track of people who would otherwise disappear. What keeps face-to-face friendships strong is the nature of shared experience. The social media equivalent – sharing, liking, knowing that your friends have looked at the same cat video – lacks the synchronicity of shared experience. We've seen the same movie, but we cannot bond over it in the same way.

With social media, we can easily keep up with the lives of far more people. But without investing the face-to-face time, we lack deeper connections with them, and the time we invest in superficial relationships comes at the expense of more profound ones. We may widen our network to 400 people that we see as friends, but keeping up an actual friendship requires time. Putting in the effort to 'like', comment and interact with an ever-widening network means we have less time and capacity left for our closer friends – the ones that really matter.

Question Two (20marks)

Read the following article in which four graduates discuss going to university and answer the questions which follow.

Why go to university?

Four graduates talk about their experiences

A Sonia

While I was doing my physics degree people would often say I was acquiring skills I'd be able to use in my future career, even if I didn't become a physicist. It sounded like nonsense to me: if I did another job in the end, what could be relevant about knowing what's inside an atom or how to operate a laser? It turns out they were referring to the wealth of other skills you pick up along the way. Communication and problem -solving are

just two of these. In contrast to the way you may have been taught before, university teaches you to be innovative and to think for yourself. Going to university is about more than just studying though! I got to make friends from all over the world and they have proved to be useful work contacts.

B Jane

I went to university because it was the career path expected by school, parents

and classmates (to an extent) and also because I didn't really have a clue about what other options were open to me. It's difficult to know how things would have turned out if I hadn't gone. I do know that the job I do 'requires' a degree to do it. Though there must be alternative ways of developing these skills. The degree, like it or not, is the screening method used by large numbers of employers and as such opens certain doors. It's certainly harder to get into all sorts of careers without a degree. The debates about university education typically revolve around routes into employment, yet for many the degree is barely relevant to work we end up doing later on. It gives access to a certain type of career but the actual degree can often be of little practical value.

C Lydia

There is a lot of pressure on teenagers to know exactly what they want to do with their lives. As a high-achieving student at school, the alternatives to university didn't really appeal to me. So I took up a place at a good university but ended up studying something I wasn't sure I was interested in. Some people know what they want to do from a young age, and for those people, going to university straight

out of school may be a great idea. However, many of us are very unsure of our future ambitions aged 18, and should therefore be given as many choices as possible, rather than being pushed to a degree course. Many of my friends went to university straight from school.

D Bethany

I don't really remember making the decision to go to university. Everyone always assumed I would, even though I was never the most gifted academically. Someone asked me during my second year why I had gone, and I remember not being able to answer the question. Maybe it was the way I was raised? Maybe it was the school I went to? But university was the next step. I had a great time there, I must say. It's so much more than the place you go to get a degree. You learn so many life skills that I would urge anyone to give the idea some thought. Since graduation I've had a string of jobs. University is an excellent decision for some, and may provide the right qualifications to start a career. But for others, going straight into a job is just as appropriate.

For questions (i-ix) choose from the graduates (A-D). the graduates may be chosen more than once. Write only the LETTER and not a whole statement.

Which graduate:

Says people should be allowed to consider a range of apart from university?

- i. Says that some people are expected to make important decisions before they are ready?
- ii. Initially rejected something she had been told?
- iii. Was unaware of the alternatives to university?
- iv. Says that the type of learning at university is different from that at other institutions?
- v. Felt when she was a student that she might not be doing the right course?
- vi. Says that some people discover that what is studied at university is not useful at the

workplace?

- vii. Was uncertain about her reasons for going to university?
- viii. Says graduates have an advantage when applying for jobs?
- ix. Was expected to go university despite being a fairly average student at school?

(1mark for each correct answer)

b) For questions i-v, complete the second sentence so that it has a similar meaning to the first sentence, using the word given. **Do not change the word given.** You must use between **two** and **five** words, including the word given.

- i. A very friendly taxi driver drove us to town.

DRIVEN

We a very friendly taxi driver.

- ii. They didn't sell many programmes at the match

FEW

Very At the match last Saturday.

- iii. We got to work late because we decided to drive rather than take the train.

INSTEAD

We got to work late because we decided to drive..... the train.

- iv. Last Friday was the first time my car ever broke down, even though it is very old.

NEVER

Until last Friday, my car down, even though it is very old.

- v. 'All your complaints will be investigated by my staff tomorrow,' said the manager.

LOOK

The bank manager promised that his staff..... all our complaints the next day.

- vi. Last year the heavy rain caused the postponement of the tennis tournament.

BECAUSE

Last year the tennis tournament..... so heavily.

- vii. Jack does not want to work for his uncle any longer.

CARRY

Jack does not want for his uncle.

- viii. The waiter carried the tray very carefully so that he wouldn't spill any of the drinks.

AVOID

The waiter carried the tray carefully so any of the drinks.

- ix. I cannot get all my clothes in the suitcase.

BIG

The suitcaseto take all my clothes

- x. Robert had never been to Turkey on business before.

FIRST

It Robert had ever been to Turkey on business.

(1mark for each correct answer)

Question Three (20marks)

- a) Complete the text with the correct form of the phrasal verbs in the box. Add it, if necessary.

back up	calm down	come out	get rid of
put on	run out of	switch off	turn on

While I ...1..... my jacket to leave the house, I heard music coming from my laptop. I was quite confident that I2..... ten minutes earlier, but obviously I hadn't. I went back to my bedroom and saw the laptop. Music3..... of the speaker but the screen was frozen. Just then, I realised that I had forgotten4..... my psychology assignment. 'Oh no', I thought. 'I'm going to lose all my work.' I told myself5..... and not to panic. I shut down the laptop, then I6..... back again. Thankfully I hadn't lost anything. But this laptop is really old and it7..... battery really quickly in the last few weeks. I think I'm going8..... and get a newer one.

(1mark for each correct answer)

- b) Read the excerpt from Anne Landers' advice column. Complete the advice column with the correct form of the indicated verbs.

Dear Ann: My husband and I ____ *were* _____ recently married.

0(**be**)

Our wedding _____ beautiful, but there _____ one

1(**be**)

2(**be**)

Problem. We _____ 17 no-shows and four surprise guests. Two days before the

3(**have**)

wedding, we _____ give the caterers the exact number of guests. After that,

4(**have to**)

we _____ billed no matter how many no-shows there _____. That means we

5(**get**)

6(**be**)

_____ for 13 extra meals that nobody _____.

7(**play**)

8(**eat**)

I understand that sometimes an emergency comes up, but we _____ over
\$330 on those no-show dinners. The four extra guests _____ to be no problem
because of the no-shows, but generally, surprises are not welcome. What if those 17
people had shown up and we didn't have enough dinners? It would have been a
nightmare.

It is simply good manners to let the hostess know if you are coming or not. And if the
number of people in your party _____, she should be informed about that too.
When you RSVP, the information you give the hostess is what the cost of the event is
based on. Wedding receptions aren't cheap these days, and paying for no-shows is a
terrible waste.

Am I expecting too much from guests? If so, please tell me.

- San Diego

Dear San Diego: You are not expecting too much. Letting the hostess know whether you
are coming is no more than common courtesy. Not having enough food because some
inconsiderate people _____ to let you know they were coming is a major
embarrassment. A response card and stamped envelope are well worth the extra
expense.

(1mark for each correct answer)

Source: Ann Landers, *Seattle Post-intelligencer*, October 6, 1998, p.F-2. Permission granted by Ann Landers and Creators Syndicate.

Question Four (20marks)

- a) There is a missing punctuation mark in each of the sentences of the text below. Underline the word next to where it should be and put the correct mark at the end of it. The first one has been done as an example.

You also asked for my views on how to deal with <u>unions</u> I mentioned that in some departments the break was lasting too longThe union representatives answer was not very helpful. She said the union would always insist on the break being left as it is. In conclusion it seems important to draw the Boards attention to possible difficulties which the installation of clocking in machines could bring.	i. . ii. iii. iv. v. vi.
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(1mark for each correct answer)

b) The following sentences have been turned into headlines. Make a list of what changes have been made to turn them into headlines.

i) Three people have been killed in a terrible shop fire.

Terrible shop fire kills 3

ii) The Boston Red Sox have humiliated the Toronto Blue Jays, who lost 8-0

Boston Red Sox humiliate Toronto Blue Jays 8-0

iii) Police mistakes have led to 183 crimes not being detected.

Police mistakes:

183 crimes go undetected

iv) A judge has sentenced a lottery winner to jail for a bank robbery

Lottery winner jailed for robbery

(2marks for each correct answer)

c) Tabloid press sometimes uses *tabloidese* or words that are not common in everyday English. Match each of the bold *tabloidese* words in the following sentences (i-v) to their meanings (a-e).

i) Guilty pupil **vows** to return stolen exam papers

a a mistake

ii) Husband and wife **row** keeps neighbours awake

b anger

iii) Government **blunder**: 1 million taxpayers' personal details lost

c to promise

iv) Voters' **fury** at election results

d to question

v) Police **quizz** man over Greenwood bank robbery

e to remove

vi) Space reality show **axed**

f an argument

(1mark each for correct answer)

Question Five (20marks)

a) Think of a true story. It could be personal, about people you know, or invented. Make notes for an intended magazine story. (6marks)

b) Write an article for a magazine, using the notes that you made for question 5(a). Your article should not be less than 300 words. (14marks)