



# 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:** DECEMBER 2013

**TIME:** 2 HOURS

### **INSTRUCTIONS:**

- This paper consists of **TWO** Sections **A & B**.
- Answer all questions.

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

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### **SECTION A (Compulsory)**

#### **QUESTION 1**

**Read the passage below and answer all questions.**

- a) You are working for 'Radio Simba' in Mombasa. There is a fire outbreak at the Kongowea market.

Your media house has immediately dispatched you to cover the incident live on radio.

Imagine you have arrived at the incident and you are about to go live on air. Write down a THREE Page 'verbatim' of your reporting just as it will go live on air. **(20marks)**

- b) Punctuate the following paragraph.

Imagine for a moment you have in your possession a source of complete and total power you alone

Can command the warmth of the sun the fall of the rain the turn of the tides and the direction of the winds what would you do with this kind of power would you do with this kind of power would you

abuse it causing the world to fall into utter chaos would you be benevolent and merciful using your power to help the people of your planet achieve their ultimate potential unfortunately or fortunately as the case may be there is no way for a person to have that much power mother nature controls the planetary systems, according to her own rules and designs you will never be able to have utter control over the environment you inhabit what if you could however have the power to determine the course of your own life every. Person holds in their mind like king david the power to shape events of their life to achieve whatever end they see fit this power is what is known as the law of attraction by Kevin davis

**(10marks)**

## **QUESTION 2**

Transcribe the following passage

Once you have accepted the fact that you are responsible for your own fate it is time to go one step further to measure and determine what it is about your life that you would like to change. Do you want to find another job? Move to a new house?

**(20 marks)**

## **QUESTION 3**

a) Distinguish between ‘manner’ of articulation and ‘place of articulation’ **(4marks)**

b) Use FOUR different types of minimal pairs to demonstrate by name the place of articulation’ in phonetics. **(8 marks)**

c) Transcribe the following words.

i)face

ii) thin

iii) leisure

iv) where

v) busy

vi) ought

**(6marks)**