



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: AUGUST 2013

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections **A & B**.
 - Section **A** is **Compulsory**.
 - Answer any other **FOUR** questions in Section **B**.
- This paper consists of Three printed pages***

SECTION A (Compulsory)

QUESTION 1

- a) Differentiate spoken English from written English. **(5marks)**
- b) The second in /y/ is at times considered a vowel when used in some words for example hour and honest. Explain why this is so. **(1mark)**
- c) Transcribe the words below phonetically.
 - i) wing
 - ii) hut
 - iii) happy
 - iv) beard **(4marks)**
- d) Punctuate the following sentences appropriately. **(5marks)**
 - i) Kaagia girls high school
 - ii) Note all the children names
 - iii) James her has laid an egg

- iv) It's so unfair cried Natalia
- v) There are only two ways this one and that one
- e) Complete using either when or if where applicable. (5marks)
 - i) ----- I had wings I would fly.
 - ii) We will buy jackets ----- the cold season starts.
 - iii) You will find me here ----- you hurry.
 - iv) ----- I could i would buy you an aeroplane.
 - v) I will borrow the books ----- we start research.
- f) Outline the main features of a:
 - i) Sports article. (5marks)
 - ii) Feature story. (5marks)

SECTION B (Attempt any FOUR questions)

QUESTION 2

The following are actual ambiguous headlines extracted from various newspapers. Rewrite each clearly. (10marks)

- i) The champions business manager told our reporter that he was furious with him.
- ii) Kids make nutritious snacks
- iii) Our Pastor loves hurting people.
- iv) Squad helps dog bite victim.
- v) If, as may well be the case, you find that raw meat upsets your dog, boil it
- vi) Drunk gets nine months in violin case.
- vii) Instead of writing my report , my professor accepted a recording of it.
- viii) Two sisters reunited after 18years at checkout counter.
- ix) Prostitutes appeal to pope.
- x) Twelve on their way to cruise among dead in plane crush.

QUESTION 3

Rewrite the following sentences in plural (10marks)

- i) It was important for him to get an attorney.
- ii) My country will carry out census next year.
- iii) The boy handed in his analysis report
- iv) She looked at the books synopsis
- v) He attended the lecture
- vi) She passed the quiz
- vii) The cat loves milk
- viii) The chair is on the table.
- ix) I am waiting for the bus
- x) She copied the balcony's design.

QUESTION 4

The students of Kadit High School have gone on a rampage over poor hygienic conditions in their dinig hall. At the same time, there has been an accident within the city causing a snarl up of vehicles for several hours. As the editor for Sikiza magazine, explain five elements that you would consider when deciding which story is more newsworthy. (10marks)

QUESTION 5

Define the following as used in phonetics:

- a) Transcription (2marks)
- b) Phoneme (2marks)
- c) Syllable (2marks)
- d) Stress (2marks)
- e) Articulator (2marks)

QUESTION 6

Giving tangible examples, discuss five errors that student journalists make in writing and speech and suggest ways of rectifying these errors. (10marks)