



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA AND GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION (RADIO & PRINT)

(DMR 4 / DMP 4)

CONTEMPORARY LINGUISTIC ANALYSIS

MODULE I EXAMS

SERIES: APRIL/MAY 2010

TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATES

1. The paper consists of **FIVE** questions. Attempt **three** questions in total.
2. Question **ONE** is compulsory.
3. Answer any other **TWO** questions.

- Q.1 The media organization you work for is celebrating its 50 years of successful operations within the industry. You have been given the task of writing the **key notes** address to be read during the launch of the celebrations. Write a TWO page key note address for the function. (30 marks)
- Q.2 While providing relevant examples describe any **FIVE** linguistic stylistic features. (20 marks)
- Q.3 Discuss the importance of understanding the various linguistic features for a modern journalist. (20 marks)
- Q.4 The **Youth For Life** is an organization that is very vibrant in educating the youth on responsive health behavior. The organization is holding a major musical concert in a bid to raise funds to assist persons living with HIV/AIDS.
- (a) Prepare a ONE minute radio advertisement script for the function. (10 marks)
- (b) Prepare a print advertisement for the function. (10 marks)
- Q.5 While citing relevant examples, briefly discuss the features of the following types of language use:
- (a) Religious (5 marks)
- (b) Legal (5 marks)
- (c) Archaic (5 marks)
- (d) Conversational (5 marks)