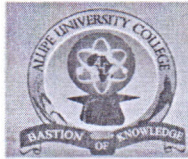




LIN 317E



ALUPE UNIVERSITY
COLLEGE
... Bastion of Knowledge...

P. O.Box 845-50400 Busia(K)
principal@auc.ac.ke
Tel: +254 741 217 185
+254 736 044 469
off Busia-Malaba road

OFFICE OF THE DEPUTY PRINCIPAL
ACADEMICS, RESEARCH AND STUDENTS' AFFAIRS

UNIVERSITY EXAMINATIONS

2018/2019 ACADEMIC YEAR

THIRD YEAR SECOND SEMESTER PART-TIME EXAMINATION

**FOR THE DEGREE OF BACHELOR OF
EDUCATION (ARTS)**

COURSE CODE: LIN 317E

**COURSE TITLE: THEORIES OF LANGUAGE AND
COMMUNICATION**

DATE: 17TH APRIL, 2019

TIME: 2.00 PM – 5.00 PM

INSTRUCTION TO CANDIDATES

- SEE INSIDE



THIS PAPER CONSISTS OF 3 PRINTED PAGES

PLEASE TURN OVER

LIN 317E: THEORIES OF LANGUAGE AND COMMUNICATION**STREAM: BED (Arts)****DURATION: 3 Hours****INSTRUCTIONS TO CANDIDATES**

- i. Answer Question **ONE** and any other **TWO** questions.
- ii. Do not write on the question paper.

Question One

During the process of communication ideas should be presented properly to allow for appropriate communication to take place between the sender and receiver. In reference to this information:

- a) Using the communication diagram, describe the communication process (7Marks)
- b) Describe the nature of communication as a complex and dynamic process (4 Marks)
- c) Using examples, explain the communication process based on the following **three (3)** models of communication:
 - i. Transmission model
 - ii. Transitional model
 - iii. Interactional model (15 Marks)
- d) Distinguish between formal and informal codes of communication (4 Marks)

Question Two

Communication types can be determined by the nature of channel employed. Based on this, using examples, examine the following **five (5)** types of communication:

- a) Verbal communication
- b) Non-verbal communication
- c) Visual Communication
- d) Written Communication
- e) Electronic communication (20 Marks)

Question Three

News preparation and presentation has specialized terminology. Identify **ten (10)** such terminology and explain each in the context of mass communication. (20 Marks)

Question Four

Language use in society is closely connected to the concept of power relations at different levels. Referring to this statement:

- a) Define power of language (2 Marks)
- b) Using examples, distinguish the following **six (6)** unique ways of using language in relation to power of language:
 - i. Language as public power
 - ii. Language as personal power
 - iii. Linguistic dominance
 - iv. Dominant language
 - v. Dominant group
 - vi. Minority language (18 Marks)

Question Five

In the field of mass communication, attention has to be paid to the manner in which news is selected. Grounded on this:

- a) Define news (2 Marks)
- b) Describe **two (2)** ways through which you can establish relevant news (4 Marks)
- c) Briefly explain each of the following elements in the context of one being able to identify useful pieces of news:
 - i. Impact
 - ii. Timeliness
 - iii. Prominence
 - iv. Proximity
 - v. Conflict
 - vi. Weirdness
 - vii. Currency (14 Marks)
