



UNIVERSITY EXAMINATIONS

2014 /2015 ACADEMIC YEAR

1ST YEAR 1ST SEMESTER EXAMINATIONS

MAIN EXAMINATION

FOR THE DEGREE OF BACHELOR OF JOURNALISM AND MASS COMMUNICATION

COURSE CODE: JMC 104

COURSE TITLE: RECEPTIVE AND PRODUCTIVE SKILLS IN COMMUNICATION

DATE: 16th January 2015

TIME: 3.00-5.00

INSTRUCTIONS

- Answer ALL questions.

SECTION A: LISTENING AND WRITING SKILLS (35 marks)

- i. Briefly explain FOUR important reasons for effective listening in journalism (4mks)
- ii. Briefly discuss any THREE ways of checking effective media literacy or understanding after listening. (6 marks)
- iii. Your course mate has a problem with getting in information when listening to the radio and watching television. Give him FIVE tips or strategies how he can improve his listening. (5 marks)
- iv. When writing for media one needs to back up the claims put forward by use of evidence. Explain any FIVE forms of evidence one might use. (5 marks)
- v. Imagine that you have been asked by The Kibabii Media Group to cover a road accident incident that has just happened along the Chwele-Bungoma road near Kibabii Diploma College. Write a short report covering the incident. (15 marks)

SECTION B: SPEAKING SKILLS (15 marks)

- i. Explain any FOUR qualities that an effective speaker should possess. (4 marks)
- ii. In reference to your area of training, examine the importance of effective speaking skills. (5 marks)
- iii. Briefly discuss the THREE pillars of persuasion (logos, ethos and pathos) showing how they work together. (6 marks)

SECTION D: READING SKILLS (20 marks)

- i. In reference to different sections of a newspaper, examine any FIVE types of reading showing how each type can be applied. (10 marks)
- ii. Discuss the strategies one can employ in order to improve on the reading speed and comprehension of the information. (10 marks)