



UNIVERSITY EXAMINATIONS

FIRST SEMESTER 2023/2024 ACADEMIC YEAR

**SECOND YEAR EXAMINATION FOR THE DEGREE OF
BACHELOR OF ARTS (KISWAHILI AND
COMMUNICATION)**

KICO 212: NADHARIA ZA MAWASILIANO NA UHAKIKI

STREAM: R

TIME: 2 HRS

DAY: THURSDAY [2.30P.M – 4.30P.M] DATE: 07/12/2023

THIS QUESTION PAPER CONSISTS OF TWO (2) PAGES

PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.

Maagizo

Jibu maswali matatu. Swali la kwanza ni la lazima

SWALI LA KWANZA

- a. Eleza maana ya dhana “Nadharia za Mawasiliano.” **(alama 6)**
- b. Fafanua dhima zozote nne za Mawasiliano. **(alama 8)**
- c. Jadili mikumbo yoyote nne ya nadharia za mawasiliano. **(alama 16)**

SWALI LA PILI

Huku ukirejelea vigezo vitano vya hotuba kwa mujibu wa Aristotle, hakiki hotuba yoyote ambayo umeisikiliza semia hii. **(alama 20)**

SWALI LA TATU

Eleza namna unavyoweza kutumia nadharia ya Semiotiki kuhakiki mabango ya matangazo ya biashara. **(alama 20)**

SWALI LA NNE

Hakiki matini yoyote uliyosoma muhula huu ukizingatia mojawapo ya nadharia zifuatazo.

- a. Nadharia ya Baada ya Usasa
- b. Nadharia ya Ikolojia **(alama 20)**

SWALI LA TANO

Andika tahariri iliyojikita katika suala la haki ukitumia nadharia ya Umarx **(alama 20)**

