

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

2ND SEMESTER 2023/2024 ACADEMIC YEAR

FIRST YEAR EXAMINATION FOR BACHELOR OF COMMUNICATION AND MEDIA STUDIES

COMM 123: RHETORIC

STREAM: R

TIME: 2 HRS

DAY: FRIDAY (11.30-1.30PM)

DATE: 19/4/24

THIS QUESTION PAPER CONSISTS OF TWO (2 PAGES)

PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.



INSTRUCTIONS: Answer question **ONE** and any other **TWO** questions

QUESTION ONE (30 MARKS)

- a) Discuss any **five** differences between classical and modern rhetoric (10 marks)
- b) Explain any **three** categories of rhetoric (10 marks)
- c) Describe any **five** features of good writing (10 marks)

QUESTION TWO (20 MARKS)

- a) Explain any **Five** ways you can use to critique a piece of writing (10 marks)
- b) Discuss the contribution of any two classical rhetoricians (10 marks)

QUESTION THREE (20 MARKS)

Demonstrate your understanding of the **four** classical modes of rhetoric (20 marks)

QUESTION FOUR (20 MARKS)

- a) Analyse the **three** categories of appeals used in rhetoric (12 marks)
- b) Discuss any **four** rhetorical fallacies that politicians use in their speech (8 marks)

QUESTION FIVE (20 MARKS)

Discuss the major stages of writing (20 marks)

