



**DEPARTMENT OF COMMUNICATION AND MULTIMEDIA JOURNALISM  
SEPTEMBER- DECEMBER 2019 TRIMESTER  
EXAMINATION FOR DIPLOMA IN COMMUNICATION AND MULTIMEDIA  
JOURNALISM  
RJN 010: ENGLISH FOR MASS COMMUNICATION**

**DATE: TUESDAY, DECEMBER 10<sup>TH</sup> 2019**

**TIME: 9.00-11.00AM (2 HOURS)**

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**GENERAL INSTRUCTIONS:**

**Students are NOT permitted to write on the examination paper during reading time.**

**This is a closed book examination. Text book/Reference books/notes are not permitted.**

**SPECIAL INSTRUCTIONS:**

**1 Write your REGISTRATION NO. Clearly on the answer booklet(s).**

**2 Answer Question One and ANY other TWO questions.**

**3 Questions in all sections should be answered in answer booklet(s).**

**4 Marks allocated to each question are shown at the end of the question.**

**5 PLEASE start the answer to EACH question on a NEW PAGE.**

**6 For the questions, write the number of the question on the answer booklet(s) in the order you answered them.**

**7 Write your answers in paragraph form unless stated otherwise.**

**8 Keep your phone(s) SWITCHED OFF at the front of the examination room.**

**9 Keep ALL bags and caps at the front of the examination room and do not refer to any unauthorized material before or during the course of the examination.**

**10 You are only allowed to leave the examination room 30minutes to the end of the Examination.**

## **SECTION A: COMPULSORY**

### **QUESTION ONE: COMPREHENSION**

**Read the passage below and answer the questions that follow:**

#### **Living environments**

When invited to design a home, I first like to know what kind of dwellers my clients are. In our first meeting, I ask them to take me on a guided tour of their residence and describe how each room is used – when and by whom. Walking through hallways, scanning the interior of rooms, peeping into closets, looking at kitchen cupboards, and pausing at family photos have helped me devise several common categories of occupants.

The “neat” household regards the house as a gallery. The home is spotless. The placement of every item; be it hanging artwork, a memento on a shelf, or furniture, is highly choreographed. The colour scheme is coordinated and the lighting superb. It feels as if one has walked into an *Architectural Digest* magazine spread. Recent trends, professional touches, and carefully selected pieces are the marks of the place.

The “utilitarian” family is very pragmatic. They are minimalists, believing that they get only what they need. Environmental concerns play an important role in buying goods. The place, often painted in light tones, is sparsely decorated with very few well-selected items. Souvenirs from a recent trip are displayed and some photos or paintings are on the wall. They will resist excess consumption and will squeeze as much use as they can from each piece.

The home of the “collector” family is stuffed to the brim. It is hard to find additional space for furniture or a wall area to hang a painting. Books, magazines, and weekend papers are everywhere. Newspaper cutouts and personal notes are crammed under magnets on the fridge door. The collector family seems to pay less attention to how things appear and more to comfort. Stress reduction is a motto. Placing dirty breakfast dishes in the sink and the morning paper in the rack before leaving home is not a priority as long as things are moving along.

Of course, these are only a few household types, but at the end of a house tour, I have a pretty good idea about my clients. More than the notes that I take during a meeting, these real-life images tell me all about my client’s home life and desired domestic environment. When I began practising, I quickly realised house design is about people more than architecture. As hard as I might try, I will never be able to tailor a new personality to someone by placing them in a trendy style, one that does not reflect who they really are. I can attempt to illustrate options other than their current life habits and decorating choices. But in the end, when they move into their new place, they will bring along their old habits.

My experience has taught me some homeowners have been trying hard to emulate lifestyles and decors that are really not theirs. The endless decorating shows on television and the many magazines that crowd supermarket racks provide a tempting opportunity to become someone else. Some homeowners are under constant pressure, it feels, to undergo extreme makeovers and borrow rather than mature into their natural selves. They search for a readymade packaged interior style rather than discovering their own.

I am often at a loss when clients ask me what style I subscribe to, or solicit advice on the style they are to adopt. I reply that styles are trendy and comfort is permanent, and that they should see beyond the first day of occupancy into everyday living. Sipping freshly brewed coffee on the back porch on a summer Sunday and letting the morning paper litter the floor while watching a squirrel on the tree across the yard is a treasured moment. It will never fit into a well-defined architectural style. Home design needs to create the backdrop for such opportunities. It is these types of moments that make us enjoy life.

If someone wants to read, why not have a wall of books? Does someone love listening to music? Then a music room or corner should be created, even if it is not trendy. Does someone want to interact with the children? He or she might add a hobby space, even if it is outdated and cannot be found in most magazines.

Referring to technological advances, the renowned French architect Le Corbusier once described the home as a “machine for living”. It is partially true. Home is the site where mundane and utilitarian activities take place. It is also where special moments, uniquely ours, are created and treasured.

*By Avi Friedman, Montreal Gazette*

### ***QUESTIONS***

1a. Answer the following questions;

i. Find a four-word expression in paragraph 4 that means “completely filled”. **(1 mark)**

ii. Find a word in paragraph 6 that means “to copy”. **(1 mark)**

iii. Identify the thesis statement, that is, find a sentence that sums up the main idea of the essay. **(2 marks)**

iv. Identify the topic sentences in paragraphs 2-7. **(3 marks)**

v. Paragraph 8 is missing a topic sentence. Which sentence best expresses the main idea of that paragraph? **(1 mark)**

a. People can create a music room in their homes.

- b. Everybody should think about his or her likes and dislikes.
- c. People should create spaces in their homes to accommodate their personal interests.
- d. Hobby rooms and bookshelves can help make a home feel very unique.
- vi. How does the writer assess the needs of families when designing a house? **(3 marks)**
- vii. What are the three categories of households that the writer describes in this article? **(1 mark)**
- viii. In your own words, describe the characteristics for each type of household. **(3 marks)**
- ix. What influences families when they choose a design for their homes? **(1 mark)**
- x. Does the writer think that such influences are positive or negative? Explain your answer. **(2 mark)**
- xi. According to the writer, what is the most important factor that home design should take into consideration? **(2 marks)**

b. Identify and correct word misspellings from the words below. **(2 marks)**

Definately, Harassment, Occurrence, Commitee, Curriculum, Privilege, Maintainance, Perfomance

c. Underline the correct word in the parentheses. **(4 marks)**

- i. The journalist reported that the arrival of locusts in parts of Africa was (imminent, eminent).
- ii. Swatting mosquitoes is an (every day, everyday) ritual of camping.
- iii. The worker bee went into (its, it's) hive.
- iv. Farmers would experience a (loss, lose) if there were no bees to pollinate crops.

d. Identify the part of speech each of the following words belongs. **(2 marks)**

- i. Walked
- ii. Lazy
- iii. Next week
- iv. Table

e. Correct the errors in parallelism in the following sentences. **(2 marks)**

- i. Designing an interesting garden is easier than to take care of it.
- ii. The lecture on landscaping was both enlightening and of use.

**SECTION B: ANSWER ANY TWO QUESTIONS**

2a. Rewrite the sentences below to correct dangling or misplaced modifier errors. **(3 marks)**

- i. Working on his final project, some surprising results were discovered.
- ii. Believing it is not garbage, cigarette butts are left on city streets.
- iii. While eating a candy bar, the wrapper fell on the ground.

b. Construct sentences using the following; **(6 marks)**

- i. Dependent clause
- ii. Independent clause
- iii. Gerund

c. Explain with the examples the following stylistic devices used in writing. **(6 marks)**

- i. Consonance
- ii. Assonance
- iii. Rhyme

3a. Correct the run-ons by joining the two sentences with a comma and a coordinator (for, and, nor, but, or, yet, so). **(3 marks)**

- i. Lynn's parents came from China she was born in Kenya.
- ii. Maya was only an undergraduate architecture student she won the competition.
- iii. A competition for the best architectural designs was held yesterday more than 2,500 people submitted their ideas.

b. The following paragraph has errors in subject-verb agreement. Correct the errors. **(7 marks)**

What causes a tornado? A "front" form between a cold air mass and a warm air mass. Sometimes a cold air mass move in above the warm air. The hot air rises. It spins. Then it from a funnel-shaped cloud – a tornado. Weather experts looks for these conditions. Then they gives a "tornado

watch". The winds inside a tornado may reach 500 miles per hour. Sometimes a tornado touch the ground and destroy everything in its way.

c. Briefly explain the importance of punctuation marks in writing. **(5 marks)**

4a. Indicate the parts of speech of the words in italics below: **(5 marks)**

i. She walked quickly to the shop.

ii. Here are your books and your papers.

iii. They recommended my sister for the coaching position.

iv. Which is the best iPod?

v. The cat is under the table.

vi. She is a tall girl.

vii. They drove downtown.

viii. He smiled broadly at us.

ix. Bring me a book.

x. Hallo, how have you been!

b. Rewrite each of the following sentences to eliminate the mixed construction. **(3 marks)**

i. The reason I got home late is because there was heavy traffic.

ii. Hawaii is where I have always wanted to go for a vacation.

iii. Incorrect: A hiring freeze is when a company stops hiring new employees due to budget constraints.

Correct: A hiring freeze occurs when a company stops hiring new employees due to budget constraints.

c. Differentiate clauses from phrases. **(4 marks)**

d. The following sentence has independent clause error. Correct the error in three different ways. **(3 marks)**

i. Childhood obesity is on the rise in America, many parents are beginning to set tougher dietary guidelines for their children.

5a. Write a short essay on any topic and ensure it obeys rules of grammar. **(10 marks)**

b. Using examples explain the following forms of expository writing as used in writing academic essays; **(5 marks)**

i. Cause and effect

ii. Compare and contrast