

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ARTS IN
JOURNALISM AND BACHELOR OF ARTS IN COMMUNICATION STUDIES**

COMM 106: RHETORIC

STREAMS: BA

TIME: 2 HOURS

DAY/DATE: MONDAY 22/03/2021

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS:

- **Answer question one (compulsory) and any other two.**

QUESTION ONE

- (a) Explain five methods of prewriting. (10 marks)
- (b) Plato was opposed to public rhetoric. Explain his view on rhetoric. (10 marks)
- (c) Write a not more than 80 words paragraph on a topic of your choice employing *description* rhetorical mode. (10 marks)

QUESTION TWO

Write a 300 words persuasive speech on a topic of your choice. (20 marks)

QUESTION THREE

A good persuasive speaker ensures that their body movements on stage when presenting a speech do not contradict their words. Discuss five detailed points to show the validity of this statement. (20 marks)

QUESTION FOUR

Imagine you will be addressing a group of different ethnic groups that use violence to solve disputes. Explain how you would use emotional proof to convince them to use peaceful means to solve disagreements. (20 marks)

QUESTION FIVE

Write a 300 word persuasive essay on topic of your choice employing cause and effect.
(20 marks)
