

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS**

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

**COMM 272: COMMUNICATION AND ANALYTICAL CRITICISM**

**STREAMS: BTOM Y4S1**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 23/03/2021**

**8.30 A.M – 10.30 A.M**

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**INSTRUCTIONS:**

**Answer question one and any other two questions**

**Do not write anything on the question paper**

1. (a) Analyze the attached document using the Aristotelian model. [15 marks]  
(b) Make a content response to the document. It should not exceed 250 words. [15 marks]
  2. You are concerned about the issue of student accommodation in Chuka University.  
Compose an effective argument of about 600 words outlining your new point.[20 marks]
  3. Discuss any five logical fallacies with the aid of examples. [20 marks]
  4. (a) Define casual arguments and the challenges that they come with. [5 marks]  
  
(b) A case of food poisoning of 15 students has been reported in your University. Outline how you would use Mill's methods for investigating causes to find out what may have caused the food poisoning. [15 marks]
  5. Differentiate between claims of fact, claims of value and claims of policy. Use examples to support your points. [20 marks]
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