

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF  
BACHELOR OF ARTS COMMUNICATION AND MEDIA**

**COMM 272: COMMUNICATION AND ANALYTICAL CRITICISM**

**STREAMS: BA (COMM)**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 03/12/2019**

**8.30 AM – 10.30 AM**

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**INSTRUCTIONS:**

- **Answer Question One and any other Two Questions**
- **Do not write on the question paper**

1. (a) Describe the Aristotelian model of argument. [10 marks]  
(b) Analyze the rhetoric of the attached argument. [20 marks]
  2. Differentiate between definition arguments and causal arguments. Use examples to support your points. [20marks]
  3. Describe the Toulmin model of argument. [20 marks]
  4. Discuss any five logical fallacies with the aid of examples. [20 marks]
  5. Discuss four considerations you would make in analyzing your audience when coming up with an argument. [20 marks]
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