

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

SECOND YEAR EXAMINATION FOR THE AWARD OF DEGREE OF
BACHELOR OF ARTS IN COMMUNICATION AND MEDIA

COMM 272: COMMUNICATION AND ANALYTICAL CRITICISM

STREAMS: BA (COMM & MEDIA)

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 06/12/2017

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

- ANSWER THREE QUESTIONS
- QUESTION ONE IS COMPULSORY AND CARRIES 30 MARKS
- ALL OTHER QUESTIONS CARRY 20 MARKS EACH

QUESTION ONE

By applying the given tools for analytical criticism, analyze the attached article. [30 marks]

- (i) Theme
- (ii) Bias
- (iii) Writers main lines of argument
- (iv) Implied conclusion

QUESTION TWO

Discuss the place of critical analysis in our social life. [20 marks]

QUESTION THREE

Explain following concept in the context of communication and analytical criticism;

- (i) Critique
- (ii) Thesis
- (iii) Annotation
- (iv) Argument
- (v) Aesthetics [20 marks]

QUESTION FOUR

Identify and briefly explain the key stages in the formulation of a working thesis.

QUESTION FIVE

Write a two paragraph opinionated article of not more than 100 words that clearly exhibits the following analytical tools;

- (i) Theme
- (ii) Irony
- (iii) Aesthetics
