

**CHUKA**



**UNIVERSITY**

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**UNIVERSITY EXAMINATIONS  
RESIT/SPECIAL EXAMINATIONS**

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

**COMM 106: PHETORIA**

**STREAMS:**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 24/07/2018**

**8.30 A.M – 10.30 A.M**

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**INSTRUCTION:**

- **Answer all questions in section A and any two in section B**

**SECTION A: Compulsory (30marks)**

1. (a) Define rhetoric [2marks]  
(b) State five techniques for critiquing writing of other people. [5marks]  
(c) Write a paragraph to show presentation of information using classification and division. [6marks]  
(d) Outline five steps involved in outlining and prewriting a piece of writing. [5marks]  
(e) While giving examples in each case define the following types of rhetorical language. [6marks]
  - (i) Argumentative
  - (ii) Tentative  
(f) State six ways of capturing attention of a audience during speech delivery. [6marks]
2. (a) Explain four methods of speech presentation. [8marks]  
(b) Discuss the development of rhetoric by Isocrates, Plato and Aristotle. [12marks]

3. Write a four paragraph persuasive speech on a logic of your choice. [20marks]
4. (a) Explain three rhetorical proofs. [12marks]  
(b) Discuss four classical rhetorical modes. [8marks]
5. (a) Discuss the following structures of presenting information. [12marks]  
(i) Cause and effect  
(ii) Comparison and contrast  
(iii) Process and analysis
- (b) Explain the use of voice and diction in speech presentation. [8marks]
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