

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

COMM 106: RHETORIC

STREAMS: B.A COMMUNICATION & MEDIA

TIME: 2 HOURS

DAY/DATE: THURSDAY 12/04/2018

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

- Answer **THREE** questions in all.
- Question one is section A is compulsory.
- Choose any other two questions from section B.

SECTION A

QUESTION ONE

- (a) Explain the role of Plato in the development of rhetoric. (12 marks)
- (b) Discuss four rhetorical modes. (16 marks)
- (c) What is tactful language? (2 marks)

SECTION B

QUESTION TWO

Rhetoric can be used for the greatest harm or for greatest good. Discuss. (20 marks)

QUESTION THREE

Giving examples, discuss rhetorical proofs. (20 marks)

QUESTION FOUR

Discuss when it would be appropriate to use comparison as contrast when presenting information. (20 marks)

QUESTION FIVE

Write a 300 word persuasive essay on a topic of your choice. Employ all rhetorical proofs. (20 marks)
