

CHUKA



UNIVERSITY

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**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF  
BACHELOR OF EDUCATION ARTS**

**ENGL 414: LANGUAGE PLANNING AND POLICY**

**STREAMS: BED (ARTS)**

**TIME: 2 HOURS**

**DAY/DATE: MONDAY 10/12/2018**

**11.30 AM – 1.30 PM**

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**INSTRUCTIONS:**

- **Answer Three Questions in all**
- **Question One is Compulsory**

1. With illustrations explain the meaning of the following language planning ideologies.

|                             |           |
|-----------------------------|-----------|
| (i) Vernacularization       | [6 marks] |
| (ii) Pluralism              | [6 marks] |
| (iii) Language assimilation | [6 marks] |
| (iv) Internationalization   | [6 marks] |
| (v) Language reform         | [6 marks] |
  2. Discuss the concept of “Acquisition planning”. [20 marks]
  3. Using case studies, differentiate between Micro and Macro language planning. [20 marks]
  4. Explain the steps that should be followed in the process of Selection of the Norm. [20 marks]
  5. Discuss the concept “Language Shift”. [20 marks]
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