

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF BACHELOR OF JOURNALISM AND MASS  
COMMUNICATION**

**COMM 270: ENGLISH FOR SPECIFIC PURPOSES**

**STREAMS: B.A JM**

**TIME:2 HOURS**

**DAY/DATE: TUESDAY 17/12/2024**

**8.30 A.M. –10.30 A.M.**

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Instructions

- a) Question 1 in Section A is Compulsory.
- b) Answer any two questions from Section B.

**Section A**

Question 1

- a) Describe five key distinguishing features of English for Specific Purposes. (10 marks)
- b) Using relevant examples, explain four objectives of studying English for Specific Purposes. (8 marks)
- c) Discuss four determinants of the need for English for Specific Purposes. (12 marks)

**Section B**

Question 2

Citing appropriate examples, explain the nature and importance of needs analysis in English for Academic Purposes. (20 marks)

Question 3

- a) Describe five differences between spoken and written English. (10 marks)
- b) Slang may be appropriate in certain communicative contexts. Explain any five reasons why communication and media practitioners may find use of slang appropriate. (10 marks)

Question 4

Describe five standard guidelines for usage of English in writing for academic purposes. (20 marks)

Question 5

Using appropriate examples, analyze English for Specific Purposes as used in four different disciplines. (20 marks)

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