

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

COMM 106: RHETORIC

STREAMS:

TIME:2 HOURS

DAY/DATE: THURSDAY 13/04/2023

8.30 A.M. –10.30 A.M.

INSTRUCTIONS

Answer three questions

Exam cheating is a serious offence

SECTION A: 30 MARKS

1. Clearly identify the rhetorical proofs used in the attached speech and explain how they have been employed to make the speech effective. (20 marks)
- b) Using an illustration, analyse the elements of a rhetorical triangle and demonstrate how each contributions in preparation of an effective speech. (10 marks)

SECTION B: 40 MARKS

2. For information to be effective, it has to be organized in a particular way. Critically discuss Various organizational structures of presenting information. (20 marks)
 3. According to Aristotle, rhetoric can be used to achieve the greatest good or the greatest harm. Using relatable examples, validate this statement. (20 marks)
 4. Identify FOUR classical rhetorical modes and explain how each is developed. (20 marks)
 5. Compare and contrast Aristotle and Platos view of Rhetoric (20 marks)
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