



Pan Africa
Christian University

PAN AFRICA CHRISTIAN UNIVERSITY
JANUARY-APRIL 2026 SEMESTER

COURSE CODE: COM 101

COURSE TITLE: LANGUAGE AND COMMUNICATION

INSTRUCTIONS

Read the instructions and questions carefully before you write the answers

- (A) Answer ALL Questions in Section A
- (B) Answer ANY THREE questions in Section B

SECTION A: ALL QUESTIONS

QUESTION ONE (10 Marks)

- (a) Drawing from theories of communication, differentiate between language and communication, clearly explaining the role each plays in human interaction and society.
(4 Marks)

- (b) Using appropriate real-life illustrations, explain how verbal and non-verbal communication work together to enhance meaning in interpersonal or professional communication contexts (6 Marks)

SECTION B: ANSWER ANY THREE QUESTIONS

QUESTION TWO

(a) Explain four major functions of communication and examine how each function can be applied to address real-life challenges within a community or organization (8 Marks)

(b) Effective communication requires sensitivity to context. Outline two ways speech communities influence language use in multilingual societies such as Kenya (2 Marks)

QUESTION THREE

(a) Language is closely linked to perception and thought. Using the Sapir–Whorf Hypothesis, explain how language can shape an individual’s worldview, giving two relevant examples from digital or media communication (6 Marks)

(b) Describe two strategies for effective cross-cultural communication that promote understanding and social cohesion in diverse societies (4 Marks)

QUESTION FOUR

With the help of relevant illustrations, critically examine the role of digital communication platforms (such as WhatsApp, Facebook, TikTok, or YouTube) in shaping communication in educational or professional settings (10 marks)

QUESTION FIVE

(a) Ethical communication is essential in both digital and offline spaces. Using appropriate examples, explain four principles of ethical communication that promote inclusion, respect, and civic responsibility (8 Marks)

(b). Universities increasingly emphasize applied communication skills. Outline 2 ways professional communication skills (such as presentations, reports, and emails) contribute to effectiveness in the workplace (2 Marks)

MARKING SCHEME

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SECTION A: ALL QUESTIONS

QUESTION ONE (10 Marks)

(a) Differentiate between language and communication (4 Marks)

- **Language**
 - A structured system of symbols (spoken, written, signed) used to convey meaning (1 mark)
 - Functions as a tool for expressing thoughts, culture, identity, and knowledge (1 mark)
- **Communication**
 - A broader process involving the transmission and interpretation of messages between sender and receiver (1 mark)
 - Includes verbal and non-verbal elements, context, feedback, and meaning-making in society (1 mark)

-Award full marks for clear differentiation and societal role of each.

(b) Verbal and non-verbal communication working together (6 Marks)

Award **any THREE well-explained points** × 2 marks each:

- Definition of verbal communication (spoken/written words) with illustration (2 marks)
- Definition of non-verbal communication (gestures, facial expressions, tone, posture, eye contact) with illustration (2 marks)
- Explanation of how non-verbal cues reinforce, complement, or contradict verbal messages (2 marks)

- Real-life example (e.g., job interview, classroom, workplace meeting) clearly linking both forms (2 marks)

SECTION B: ANSWER ANY THREE QUESTIONS

QUESTION TWO

(a) Four functions of communication (6 Marks)

Award **any FOUR, 1½ marks each**:

- **Informative** – sharing facts, data, or instructions
- **Persuasive** – influencing attitudes or behavior
- **Expressive** – conveying feelings and emotions
- **Directive** – guiding or instructing actions

-Must include brief application to a community or organizational context.

(b) Influence of speech communities (4 Marks)

Award **any TWO points** × 2 marks each:

- Language choice influenced by social group, profession, ethnicity, or region
- Code-switching and code-mixing in multilingual societies
- Shared norms, slang, or registers within a community
- Identity and belonging shaping communication patterns

QUESTION THREE

(a) Sapir–Whorf Hypothesis and worldview (6 Marks)

- Explanation of Sapir–Whorf Hypothesis / linguistic relativity (2 marks)
- Clear link between language and perception or thought (2 marks)
- Two relevant examples from digital/media communication
 - 1 mark each = 2 marks
(e.g., framing in news headlines, hashtags, political language online)

(b) Cross-cultural communication strategies (4 Marks)

Award **any TWO points** × 2 marks each:

- Cultural sensitivity and awareness
- Active listening and feedback
- Avoiding stereotypes and ethnocentrism
- Respect for language and cultural differences
- Adaptation of communication style to context

QUESTION FOUR (10 Marks)

Role of digital communication platforms in education or professional settings

Award marks as follows:

- Identification of relevant platforms (e.g., WhatsApp, Facebook, TikTok, YouTube) (2 marks)
- Positive roles (e.g., accessibility, collaboration, information sharing, learning innovation) (4 marks)
- Challenges/limitations (e.g., misinformation, distraction, privacy concerns, professionalism) (2 marks)
- Use of clear, relevant illustrations/examples (2 marks)

QUESTION FIVE

(a) Principles of ethical communication (8 Marks)

Award **any FOUR principles** × 2 marks each:

- Honesty and truthfulness
- Respect and inclusion
- Accountability and responsibility
- Fairness and non-discrimination
- Avoidance of misinformation and hate speech
- Confidentiality and privacy

-Each principle must be explained with a relevant example.

(b) Professional communication skills in the workplace (2 Marks)

Award **any TWO points** × 1 mark each:

- Clear presentations improve understanding and decision-making
- Effective reports support documentation and accountability
- Professional emails enhance clarity and workplace relationships
- Communication skills improve teamwork and efficiency

NNOTE:

- Accept alternative correct explanations and examples
- Penalize vague, unsupported points
- Reward clarity, coherence, and application to real-life contexts
- Grammar and language should not be penalized unless meaning is distorted