



PAN AFRICA CHRISTIAN UNIVERSITY
DEPARTMENT OF COMMUNICATION, LANGUAGES AND LINGUISTICS
END OF JAN - APRIL 2025 TRIMESTER EXAMS
UCC 103: RESEARCH AND WRITING
(BLENDED, DAY)

Exam Duration: 3 hours

Instructions: Answer Question 1 (section A) and any other 3 questions from section B

Question one (Compulsory)

Read the passage below and answer the questions that follow.

DNT TXT N DRIVE

When I started out as a TV reporter in Nashville in 1973, a death from drunken driving was big news. One person killed by a drunken driver would lead our local broadcast. Then, as the number of drunken driving deaths across the country continued to rise, the stakes for coverage got even higher. One death wasn't good enough anymore. Two deaths-that would warrant a report. Then a whole family had to die before the news would merit mention at the top of the broadcast. The country, all of us, had gotten used to the idea of drunken driving. I just kept thinking: How many people have to die before we: "get it"?

Fortunately, we did get it, and since 1980, the number of annual traffic fatalities due to drunken driving has decreased to under 15,500 from more than 30,000. But in recent years, another kind of tragic story has begun to emerge with even greater frequency. This time, we are mourning the deaths of those killed by people talking or sending text messages on their cell phones while they drive.

Earlier this month, I visited Shelley and Daren Forey, a couple in Fort Collins Colo., whose 9-year-old daughter, Erica, was on her bicycle, just 15 pedals from her front door, when she was struck and killed by a driver who was distracted by a cellphone. I think about Erica's death and how senseless and stupid it was - caused by a driver distracted by a phone call that just couldn't wait.

Sadly, there are far too many stories, like hers. At least 6,000 people were killed by distracted drivers in 2008, according to the National Highway Safety Administration, and the number is rising. A lot of good work is already being done to try to change this. President Obama signed an executive order banning texting while driving on federal business. Transportation Secretary Ray LaHood is pushing for tougher laws, too. Local groups are gaining strength, spurred by too many deaths close to home.

But we are hesitant to change. I saw this firsthand when I instituted a policy at my company that forbids employees from using their cell phones for company business while driving. I heard countless stories about how hard it was for people to stop talking and texting while driving. Everyone is busy. Everyone feels she needs to use time in the car to get things done. But what happened to just driving?

It was difficult for my employees to adjust, but they have. Life is more precious than taking a call or answering an email message. Because even though we think we can handle using our cell phones in the car, the loss of thousands of lives has shown we can't.

So many issues that we have to deal with seem beyond our control: natural disasters, child predators, and traffic jams. Over the years, I've done shows not just all of them. But this is a real problem we can do something about and get immediate results. All we have to do is hang up or switch off. It's really that simple. Once we do that, not another son or daughter will have to die because someone was on the phone and behind the wheel – and just not paying attention.

So, starting from the moment you finish this article, and in the days, weeks, and years that follow, give it up, please. And to those who feel like this is asking too much, think about your child just 15 pedals from your front door: struck down.

Author: Oprah Winfrey

Year of Publication: 2010

Publisher: The New York Times.

- i) Describe the central argument in this essay. (1 mark)
- ii) Comment on the type and effectiveness of the introduction that is used in this essay. (2 marks)
- iii) Explain two ways that demonstrate the use of non-academic language and style. (2 marks)
- iv) Explain how the author uses either deductive or inductive strategies in this essay. (2 marks)
- v) Write the underlined section as it would appear in an APA 7th Edition direct quotation. (2 marks)
- vi) Write the bibliographic information provided as they would appear as an APA 7th Edition reference item. (1 mark)

Question 2

In an essay of about 400 words, develop an argument that will bring out the relevance of the statement below, within the context of academic reading and writing.

“Many students tend to interact with literature that hardly add any value to their intellect”

(10 marks)

Question 3

i) Describe three sources of information for an academic writer and show how each would enrich an academic piece of work (6 marks)

ii) Explain two ways that differentiate expository and argumentative writing. (4 marks)

Question 4

Discuss five ways in which an academic writer can leverage on technology, and bring out how the writer will respect ethical concerns in each case. (10 marks)

Question 5

Explain any **five** features of academic writing that make it distinct from other types of writing.

(10 marks)