



**PAN AFRICA CHRISTIAN UNIVERSITY**  
**SEPTEMBER 2024 Trimester Exams**  
**COM 101: LANGUAGE AND COMMUNICATION (Degree,**  
**COMMUNICATION)**  
**ROYSAMBU (EVENING)**  
**Time 3hrs.**

**Instructions: Answer ALL questions in SECTION A and any other THREE questions in SECTION B**

**SECTION A (10 marks)**

**1. Answer the question below:**

Without context, one can easily cause miscommunication. While exploring the domains of pragmatics, explain the importance of pragmatics in language to achieve effective communication.  
(10 marks)

**SECTION B (30 marks)- Answer any THREE of the following questions:**

2. Conversation plays a very key role in communication and one has to understand the different tenets of language to hold a good conversation. With that in mind, discuss five key concepts of conversation analysis. (10 marks)
3. Illustrate using relevant examples, five ways that show the dynamic and dependent relationship between language and communication. (10 marks)
4. Verbal communication is typically used in human interaction with the aim of achieving effective interpersonal communication. Describe the four different rules of spoken language and explain how they each aid in the process of communication (10 marks).
5. Without meaning usage of language to achieve communication is impossible.
  - i) Explain the effectiveness of the triangle of meaning model as illustrated by Charles Kay Ogden and I.A Richards (5 marks).
  - ii) While giving examples, explain the two different types of meaning (5 marks).