



**PAN AFRICA CHRISTIAN UNIVERSITY
COMMUNICATION, LANGUAGES AND LINGUISTICS DEPARTMENT**

MAY-AUGUST 2020 TRIMESTER EXAMINATIONS

COURSE CODE& TITLE: COM 101: LANGUAGE AND COMMUNICATION

INSTRUCTOR: PROF. MARGARET MUTHWII

EXAM DURATION: THREE (3) HOURS

INSTRUCTIONS: *Follow the following instructions carefully:*

- a) Question 1 is compulsory.*
 - b) Then attempt any three other questions from Question 2 to 5.*
 - c) Be sure to number all the questions you attempt correctly. Do not alter the numbering.*
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1. Read the following excerpt of a communication from a Deputy Vice Chancellor in charge of Academic Affairs in a Kenyan university. The letter is directed at the students of the university during the COVID-19 pandemic in April 2020, just before the onset of a trimester. Discuss the functions of communication observable in this letter and evaluate what you think might have been their effect on the students of this university. (10 Marks)

**CONTINUATION OF TEACHING AND LEARNING/PREPARATIONS FOR MAY-
AUGUST 2020 TRIMESTER**

I trust that it is well with all of you. Following the second communique by the VC that was issued on 31st March 2020, the University has made a lot of progress in ensuring that teaching and learning continues despite the lockdown, and in particular making preparations for a smooth start of the May-August 2020 Trimester. In this regard, please note the following:

1. All the courses that are on offer during the May-August 2020 Trimester, as per the course sequences, have been allocated lecturers who are now preparing for teaching from Day 1 of the Trimester as is our custom.
2. The Timetable for the May-August 2020 courses is under preparation and will soon be available and you are requested to check your University emails regularly.

3. All the remaining programs that were previously offered on face-to-face and/or blended modes of delivery during May-August Trimesters have now been moved to the LMS Blackboard and shall be offered on fully online mode in the May-August 2020 Trimester.
 4. Due to concerted efforts over the past years (especially since 2018), most students have been taking courses (or part of courses) online using the LMS Blackboard. This is an invaluable skill which prepares one to thrive in the world of today. However, the University also recognizes that there may be a few students who are still not conversant with some features of the LMS Blackboard. In this regard, we are sending out a survey to assess in which particular areas those students may still need further training. Please respond to the survey as soon as you get it, even if you are a student who is excellent in your online learning skills. The survey will allow us to organize more targeted training on Thursday 16-17th April 2020 in order to fill any existing gaps. More details on the training will be provided.
 5. The Senate will be considering reducing the overall cost of learning for this May-August 2020 Trimester by Ksh.1500 (Students' activity fees and benevolence fee) since most likely there will be no students on campus and therefore no student activities. Once the decision is taken, a confirmation of this will be communicated to all students, soonest.
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6. Due to the prevailing circumstances and uncertainties, Graduation which was planned for July 2020 may be postponed to later a date in the year – the exact month is to be approved soon by Council. This therefore gives more opportunities to many students with a few remaining courses to complete their degrees or postgraduate students with regard to completing research work. All such students are urged to register for the May-August 2020 Trimester in order to meet graduation requirements.
6. Please note that your HODs are available to support you in all aspects of teaching and learning. Kindly get in touch with your respective HOD if you need further clarifications on any aspect of academic delivery as we make final preparations for teaching and learning in the May-August 2020 Trimester.

Join me in thanking God for how he has led us as a University in the last few years with regard to using online tools and resources. Little did we know that our world would be suddenly thrown into a situation where to make progress, such technologies would be so vital. Let us, therefore, all arise, support one another, and lead in the way we think, act and embrace the opportunities we have.

Please be assured of our commitment to see each one of you succeed to become the leader God intends you to be. We continue to pray with you for safety and providence during this period of the lockdown due to the Corona virus pandemic. Thank you.

Sincerely yours,

Prof. DK

DVC-Academic Affairs

2. Explain the difference between geographical, social and stylistic variations in the use of language. Give examples. (10 Marks)

3. Discuss the development of either audio visual media or the internet showing how they have shaped our modern society (10 marks).
4. While distinguishing between Linguistic Determinism and Linguistic Relativism, show how the relationship between language, culture and thought has been explained in various studies. (10 Marks)
5. Discuss some speech communities of which you are a participant of, identifying key characteristics of those communities. (10 Marks)