

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

SECOND YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ARTS IN COMMUNICATION AND MEDIA.

COMM 272: COMMUNICATION AND ANALYTICAL CRITICISM

STREAMS: BA (COMM & MEDIA) Y2S1

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 5/12/2018

11.30 A.M - 1.30 P.M.

INSTRUCTIONS:

- Answer Question ONE and any other TWO Questions.
- Question ONE is COMPULSORY

1. (a) Using examples from the attached document, explain the Aristotelian model of argument. [15 Marks]
(b) Briefly define the Toulmin model of argument and illustrate the document's claims, supports and warrants. [15 Marks]
 2. Discuss any five aspects that you would consider when analyzing an article for style. [20 Marks]
 3. You recently read an article in your local newspaper titled 'Drug increases Life in Chuka'. In the article, the author, a local resident, states that drugs are easily available in the University and affordable for students especially those who receive government loans. As an aspiring student leader, you have decided to write a letter to the Editor in response, rebutting these assertions. Draft a rebuttal. [20 Marks]
 4. Describe any four ways you could organize your material when writing a critical argument. Use examples to illustrate your points. [20 Marks]
 5. With the aid of examples, differentiate between the following fallacies:
 - (a) Ad hominem and Non sequitur [7 Marks]
 - (b) Straw man and false dilemma [7 Marks]
 - (c) Slippery and Posthoc [6 Marks]
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