



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

LANGATA CAMPUS

MAIN EXAMINATION

JANUARY – APRIL 2015 TRIMESTER

FACULTY OF ARTS AND SOCIAL SCIENCES

DEPARTMENT OF ENGLISH

SCHOOL FOCUSED PROGRAMME

GS 101: COMMUNICATION SKILLS

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Date: April 2015

Duration: 2 Hours

Instructions: Answer Question ONE and any other TWO Questions

- Q1. a) Discuss five differences in the manner of production between spoken and written discourse. **(15 marks)**
- b) Differentiate with example, the following terms in Discourse Analysis.
- i) Given and New Information
 - ii) Theme and Rheme
 - iii) Endophonic and Exophonic reference **(9 marks)**
- C) The following texts demonstrate different types of substitution. Identify and explain each type.
- i) A: Which book do you want?
B: I'd like the blue one
 - ii) A: Is it going to be sunny tomorrow?
B: Yes, the weather forecast says so.
 - iii) A: Have they planted maize and beans?
B: They have done the maize, but not the beans? **(6 marks)**
- Q2. a) Discuss the following types of conjunction and provide an example sentence using the conjunction indicated in brackets.
- i) Additive (and)
 - ii) Adversative (yet)
 - iii) Causal (so)
 - iv) Temporal (then) **(12 marks)**

- b) Explain and exemplify the following main types of lexical cohesion.
- i) Reiteration **(4 marks)**
 - ii) Collocation **(4 marks)**
- Q3. Write an essay of about 300 words demonstrating understanding of the importance of coherence in making meaning of discourse. Clearly explain each of the following concepts in your discussion.
- a) Top-down and bottom-up processing
 - b) Frames and schemata. **(20 marks)**
- Q4. With clear reference to any FOUR important concepts, discuss J. L. Austin's speech Act Theory. **(20 marks)**
- Q5. a) Outline and briefly explain the four maxims in Grice's cooperative principle. **(12 marks)**
- b) Differentiate between positive and negative face in politeness studies. **(8 marks)**

END