



**ALUPE
UNIVERSITY**

OFFICE OF THE DEPUTY VICE CHANCELLOR
ACADEMICS, RESEARCH AND STUDENT AFFAIRS

UNIVERSITY EXAMINATIONS

2024/2025 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER MAIN EXAMINATION

FOR THE BACHELOR OF SCIENCE IN COMMUNICATION & PUBLIC
RELATIONS

COURSE CODE: CPR 122

COURSE TITLE: ENGLISH FOR MEDIA

PROFESSIONALS

DATE: 22/04/2025

TIME: 2.00-5.00pm

INSTRUCTIONS TO CANDIDATES

- SEE INSIDE
- THIS PAPER CONSISTS OF 3 PRINTED PAGES

- PLEASE TURN OVER

MAIN/REGULAR
COURSE CODE: CPR 122 TITLE: ENGLISH FOR MEDIA PROFESSIONALS

STREAM: CPR

DURATION: 3 HOURS

INSTRUCTIONS TO CANDIDATES

- i. Answer three questions. Question one is compulsory*
- ii. Do not write on the question paper*

QUESTION ONE

- a) 'English is a *Lingua Fraca*'. Discuss this statement in reference to the Kenyan media context. (10marks)
- b) Using the provided newspaper excerpt, explain the various parts of speech used. (20 marks)

QUESTION TWO

- a) Using relevant examples distinguish the three: a clause, phrase and a sentence. (10marks)
- b) Highlight 3 types of each category in a above (10marks)

QUESTION THREE

Punctuation marks signpost a text, explain the uses of the following punctuation marks

- a) Parenthesis (5 marks)
- b) Slash (5 marks)
- c) Underlining (5marks)
- d) Semi-colon (5marks)
- e) Exclamation marks (5marks)

QUESTION FOUR

- a) Distinguish active and passive voices in grammar. (8marks)
- b) Explain why active voice is the most preferred voice in journalism. (12 marks)

QUESTION FIVE

Using sentences explain the following tenses

- a) Simple past tense (5marks)
- b) Present simple tense (5marks)
- c) Past participle (5 marks)
- d) Future tense (5marks)
