



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
FIRST YEAR SECOND SEMESTER**

**SCHOOL OF ARTS AND SOCIAL SCIENCES
BACHELOR OF EDUCATION (ARTS)**

**COURSE CODE: LAC 1208
COURSE TITLE: LANGUAGE COMMUNICATION
AND SOCIETY**

DATE: 23RD APRIL 2019

TIME: 1100 - 1300 HRS

INSTRUCTIONS TO CANDIDATES

- Question **ONE** is compulsory
- Answer any other **TWO** questions

This paper consists of 2 printed pages. Please turn over.

Q1). a). Discuss the relationship between language and society. (20mks)
b). Explain the functions of non-verbal form of communication. (10mks)

Q2). a). Explain any two approaches to communication for social change. (10mks)
b). Describe what is entailed in communication for sustainable social change. (10mks)

Q3). a). Explain the following terms as used in the study of language and society:

- i). Sociolect (2mks)
- ii). Bilingualism (2mks)
- iii). Speech community (2mks)
- iv). Social stratification (2mks)
- v). Sociolinguistics (2mks)

b). Examine the relevance of language and communication to the society. (10mks)

Q4). Discuss four social determinants of communication. (20mks)

Q5). a). Using taboo language and swear words as your point of reference, explain how we use language to communicate social values. (10mks)

b). Briefly explain what is entailed in group and inter-group communication. (10mks)

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