



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR
THIRD YEAR SECOND SEMESTER**

**SCHOOL OF ARTS & SOCIAL SCIENCES
B.A LANGUAGE AND COMMUNICATION
(CORPORATE COMMUNICATION OPTION)**

**COURSE CODE: LAC 3104-1
COURSE TITLE: ARGUMENTATION AND
ADVOCACY**

DATE: 13TH DECEMBER, 2022

TIME: 1430-1630

INSTRUCTIONS TO CANDIDATES

Answer Question ONE and any other TWO

This paper consists of 2 printed pages. Please turn over

1. Explain what you understand by the following concepts:

(i) Arguments

(ii) Democratic decision-making

(iii) Value

(iv) Narrative paradigm

(v) Advocacy

(12 marks)

(b) Discuss any two theories of argumentation.

(8 marks)

2. (a) Discuss any three types of propositions.

(8 marks)

(b) Analyze three techniques involved in analyzing propositions. (7 marks)

3. Distinguish between the principles of affirmative and negative case construction.

(15 marks)

4. (a) Examine the various principles of Argumentation in interpersonal relationships.

(7 marks)

(b) Discuss the application of argumentation and the law concepts. (8 marks)

5. Describe the various Linguistic resources of argumentation.

(15 marks)

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