



MAASAI MARA UNIVERSITY

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

**SCHOOL OF ARTS & SOCIAL SCIENCES
BACHELOR OF SCIENCE IN
COMMUNICATION & PUBLIC
RELATIONS/JOURNALISM**

COURSE CODE: LAC 3106

**COURSE TITLE: ARGUMENTATION AND
ADVOCACY**

DATE: 14TH DECEMBER 2018

TIME: 8.30 -10.30AM

INSTRUCTIONS TO CANDIDATES

Answer Question **ONE** and any other **TWO** questions

Question One

- a) What is argumentation? (5marks)
- b) Advance an argument on the following topic “free primary education in Kenya has not been holistic in bringing out the best in pupils” (10 marks)
- c) An argument according to Brockreid’s has six main characteristics expound on them. (10marks)
- d) How is advocacy relevant in the Kenyan context in regard to democracy? (5marks)

Question Two

Martin Luther king Jr once said “Injustice anywhere is a threat to justice everywhere...” Advance an argument on the above statement (20marks)

Question Three

- a) Highlight the various types of advocacy in Kenya today. (10marks)
- b) Advocacy in its quest to alleviate the numerous social problems, has various principles elaborate. (10marks)

Question Four

Youth unemployment has been a perennial problem since time immemorial. Discuss some of the strategies that can be used to mitigate this problem. (20marks)

Question Five

How can main-stream media be used in raising awareness and promoting tangible solutions to problems in society. (20marks)

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