



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2018/2019 ACADEMIC YEAR

FOURTH YEAR FIRST SEMESTER

SCHOOL OF ARTS & SOCIAL SCIENCES

COURSE CODE: LIN 419

COURSE TITLE: LANGUAGE IN THE MEDIA

DATE: 3RD DECEMBER, 2018

TIME: 0830 – 1030 HRS

INSTRUCTIONS TO CANDIDATES

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

QUESTION ONE

Categorize each of the following media and undertake a linguistic analysis of each.

- a) **Keriako Tobiko's new proposals to meet forest cover goal**
- b) *Away they go. Lewis sprints into the lead. Bradley is going well too for the United States but it's going to be Lewis. Lewis gets the gold. I think it was Gradi the silver and a photo for the bronze. Lewis dances his way along the track. He's done what he came to do. And look at the time – 9.99 seconds. Fantastic! Carl Lewis has won the gold and a nation celebrates.*
- c) *Emmylou Harris has been a by-word for American country music for three decades. Born in Birmingham, Alabama, USA, she has worked with many top performers. However, her career was nearly brought to an end earlier this year when she was involved in a car accident. She now plans to lead a quieter life, but that hasn't stopped her bringing out a new album, Red Dirt Girl. One of the world's greatest country rock singers, talks to Outlook about her extraordinary life and career.*
- d) For a decade, the roar of the tiger economies* has mesmerised many in the West and terrified many more. While European economies lurched from anaemic growth to recession, Thailand, South Korea, Hong Kong and Singapore soared from strength to strength. But now, everything seems to be changing. Almost half of Thailand's banks have gone bust. In Malaysia, the stock market has plunged by a quarter this year amidst fears that the economy could fall next.
- e) Truly a land of contrasts, Sri Lanka has much to offer the more intrepid traveller. From the teeming city streets of Columbo to the stunning mountain scenery of the interior, Sri Lanka really is a paradise isle. At this moment in time the north and east of the island are largely out of bounds to travellers but there is still plenty to see and do.

f) Five men have been arrested in connection with the theft last month of three masterpieces from the National Museum in Stockholm. The Swedish nationals were detained in the Stockholm area just days after police received several photos of the paintings, along with a demand for hundreds of thousands of pounds. The works of art, including one by the Dutch master, Rembrandt, are estimated to be worth up to \$30m in total.

[30 Marks]

QUESTION TWO

Perform a linguistic analysis of the advert below.



RHINO
3 POWER CAPSULES HORN FOR HIM

- **Powerful Stamina Enhancer!**
- **100% Natural Formula!**

KSH300
PER PACK

RHINO HORN
3 POWER CAPSULES
LIMITED EDITION
FOR HIM
LIMITED EDITION

NOW AVAILABLE AT PHARMACIES NATION-WIDE & WHOLESALERS:
Omaera Pharmaceutical Wholesalers 020 374 5090
For trade enquiries contact your pharmaceutical wholesaler OR Email: eric@impulselab.com

[20 Marks]

QUESTION THREE

Explain how the following types of reportage impacts on language use:

- i. Reporting for Newspapers
- ii. Reporting for Radio
- iii. Reporting for Television
- iv. Reporting for the Web

[20 Marks]

QUESTION FOUR

Using appropriate examples, discuss the following types of language:

- a) Language of the Radio
- b) Language of Television

[20 Marks]

QUESTION FIVE

Using appropriate illustrations from the Kenya Media industry, explain how media ownership impacts on language use in the following areas:

- i. Democracy
- ii. Agenda setting
- iii. Media freedom and independence
- iv. Editorial work

[20 Marks]

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