

**W1-2-60-1-6**

JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY

# **UNIVERSITY EXAMINATIONS 2017/2018**

EXAMINATION FOR THE DIPLOMA IN MASS COMMUNICATION / DIPLOMA IN PUBLIC RELATIONS

**HSS 0103: ACADEMIC A PROFESSIONAL WRITING SKILLS**

**DATE: AUGUST 2018 TIME: 2 HOURS**

**INSTRUCTIONS:**

**ANSWER QUESTION ONE [COMPULSORY] AND ANY OTHER TWO QUESTIONS**

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**QUESTION ONE [20 MARKS]**

1. Define the word profile in relation to academic writing. [2 marks]
2. Identify the purpose of writing [8 marks]
3. Explain the various ways of writing the lead in an essay/story [10 marks]

**QUESTION TWO [20 MARKS]**

1. Identify the elements one needs to take into consideration when assessing the writing situation [8 marks]
2. Discuss the sources of generating writing materials [8 marks]
3. Explain what levels of thinking the following key workd indicate [4 marks]
4. Discuss (ii) Explain (iii) support (iv) criticize

**QUESTION THREE [20 MARKS]**

1. Define plagiarism [2 marks]
2. Briefly explain why plagiarism is not condoned in academic [4 marks]
3. Outline the steps one can follow to avoid plagiarism [14 marks]

**QUESTION FOUR [20 MARKS]**

1. Identify types of essays. [8 marks]
2. Write an argumentative essay on “child labor should be discourage.” [12 marks]