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**MASINDE MULIRO UNIVERSITY OF  
SCIENCE AND TECHNOLOGY  
(MMUST)**

**MAIN CAMPUS  
2021/2022 ACADEMIC YEAR**

**FIRST YEAR SPECIAL/SUPPLEMENTARY EXAMINATIONS**

**FOR THE DIPLOMA  
OF  
PUBLIC RELATIONS AND CREATIVE ADVERTISING**

**COURSE CODE: DPA 103**

**COURSE TITLE: LITERARY COMMUNICATION**

**DATE: 26/07/2022**

**TIME: 2.00 PM-4.00 PM**

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**INSTRUCTIONS TO CANDIDATES**

Answer QUESTION 1 and any other TWO QUESTIONS.

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating



1 (a) Explain the significance of literature in digital communication and advertising. (10 Marks)

(b) Illustrate **FIVE** stylistic devices of literature that have been adopted by journalists. (10 Marks)

(c) State and explain **FIVE** threats of reading culture in Kenya today. (10 Marks)

2 Explain the meaning of the following idioms.

(i) Throw some light on (5 Marks)

(ii) Heard it on the grapevine (5 Marks)

(iii) At a cross roads(5 Marks)

(iv) Blow off steam (5 Marks)

3 Discuss how a writer can exploit the following writing techniques in public relations.

(i) Descriptive writing (5 Marks)

(ii) Narrative writing (5 Marks)

(iii) Persuasive writing (5 Marks)

(iv) Expository writing (5 Marks)

4 Write a literary piece in a genre and topic of your choice using the following literary devices.

(i) Onomatopoeia (4 Marks)

(ii) Hyperbole (4 Marks)

(iii) Oxymoron (4 Marks)

(iv) Anaphora (4 Marks)

(v) Figurative language (4 Marks)

5 (a) Explain how literature has influenced journalism today. (10 Marks)

(b) Explain the significance of simile in literary communication. (10 Marks)