



COLLEGE OF SOCIAL SCIENCES, THEOLOGY, HUMANITIES AND EDUCATION

COURSE CODE: NHEC402: COMMUNICATION AND ADVERTISING

END OF FIRST SEMESTER EXAMINATIONS

MAY 2020

LECTURER: MR. J. CHITAKATIRA

DURATION: 48 HRS

INSTRUCTIONS

You are required to answer only **one** question from this paper and submit it

Within **48 hours**.

Choose any **one** question out of the three questions.

Credit will be given for logical, grammatical, systematic and legible presentation.

All questions carry equal marks.

Question 1

Discuss advertising as a form of communication using any two advertising media. (20 marks)

Question 2

Examine how language is often manipulated in commercial or political advertising. (20 marks)

Question 3

Select a specific product and critically analyse how effectively it has been branded paying close attention to the use of language. (20 marks)

End of paper.