



**KISII UNIVERSITY**  
**UNIVERSITY EXAMINATIONS**

**THIRD YEAR EXAMINATION FOR THE AWARD OF THE DEGREE OF  
BACHELOR OF EDUCATION ARTS/BACHELOR OF ARTS  
SECOND SEMESTER 2023/2024  
[JANUARY – APRIL, 2024]**

**ENGL 321: DISCOURSE ANALYSIS**

**STREAM: Y3 S2**

**TIME: 2 HOURS**

**DAY: THURSDAY, 12:00 - 2:00 P.M.**

**DATE: 18/04/2024**

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**INSTRUCTIONS**

- 1. Do not write anything on this question paper.**
- 2. Answer question ONE (Compulsory) and any other TWO questions.**

**1** In the light of the concept of discourse as a structured communication of ideas within a specific context,

a) Analyse how discourse shapes the portrayal of gender roles in contemporary advertising campaigns. (15 Marks)

b) Provide examples and discuss the implications of these portrayals on societal perceptions and attitudes towards gender identity and equality.

(15 Marks)

**2** a) How do the notions rheme and theme contribute to the organization of information within a discourse? (5 Marks)

b) How does the identification of themes facilitate the identification of topics within a discourse? (5 Marks)

c) How does the selection and sequencing of topics contribute to the information structure of a discourse? (5 Marks)

d) How does cohesion contribute to the establishment of coherence within a discourse? (5 Marks)

3. a) Explore the role of pragmatics in discourse analysis focusing on the Cooperative Principle and its maxims. (10 Marks)
- b) Discuss how adherence to these maxims facilitate effective communication and contributes to coherence and interpretation of Discourse. (10 Marks)
4. a. Using the ethnography of speaking as an approach to discourse analysis, examine how language practices within a specific cultural group contributes to the construction of social identities and the negotiation of power dynamics. Provide examples from your analysis. (20 Marks)
5. Using illustrative examples, discuss the centrality of context in discourse analysis and its influence on the interpretation and understanding of communicative acts. (20 Marks)