



MACHAKOS UNIVERSITY

University Examinations for 2020/2021 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF LINGUISTICS AND LANGUAGES

DECEMBER SESSION EXAMINATION FOR

DOCTOR OF PHILOSOPHY IN APPLIED LINGUISTICS

AEN 912: LANGUAGE, IDEOLOGY AND POWER

DATE: 3/6/2021

TIME: 9.00-12.00 PM

INSTRUCTIONS:

*This paper consists of **FIVE** questions*

*Answer question **ONE** and other **TWO** questions in this paper*

SECTION A: (COMPULSORY)

1. a) “Media uses a variety of techniques to change the way people perceive of and think about a certain social phenomenon”. Discuss (10 marks)
- b) With reference to (a) above, provide tangible examples to illustrate how language use has contributed to creating awareness, stigma, prevention or fear for the COVID-19 pandemic. (10 marks)

SECTION B:

2. Evaluate FIVE status markers that define power relations in language use when a journalist is interviewing a prominent politician. (20 marks)
3. According to Fairclough, an awareness of unequal relations of power in society involving hierarchical dimensions of domination and subordination, and a consciousness of “how language contributes to the domination of some people by others is the first step towards emancipation”. Discuss how language can be used as a tool of conscientisation in dismantling political classes. (20 marks)
4. Using illustrations, analyse rhetorical devices present in memes used by the Kenyan middle class to cope with socio-economic and political pressure. (20 marks)
5. According to Joel Sherzer “in any community, the normal linguistic behaviour of women and men will be represented in ways congruent with the community’s more general representation of the essential natures of the two groups”. Using examples from your community, explain how gender roles separate through everyday language use. (20 marks)