

122/2

ENGLISH LANGUAGE 2

(for both School and Private Candidates)

Time: 3 Hours

ANSWERS

Monday, 13th February 2012

Instructions

1. This paper consists of section A, B, C and D.
2. Answer **five (5)** questions, choosing **one (1)** question from each section. Question **two (2)** is compulsory.
3. Each question weighs **twenty (20)** marks.
4. Communication devices and any unauthorized materials are **not** allowed in the assessment room.
5. Write your **Examination Number** every page of your answer booklet(s)

1 (a) Why do people advertise? Give five reasons.

Advertising is the process of promoting products, services, or ideas to a targeted audience through various communication channels. The reasons for advertising include the following:

- i. To create awareness: Advertising helps inform people about the existence of a product, service, or idea, ensuring potential customers are aware of its availability. For example, a new soft drink being introduced into the market.
- ii. To increase sales: Advertising aims to attract more customers, which leads to increased sales and profitability. For instance, seasonal sales promotions encourage higher consumer spending.
- iii. To build brand loyalty: Advertising reinforces positive perceptions of a product or service, helping businesses establish and maintain loyal customers. For example, companies like Apple advertise consistently to enhance brand identity.
- iv. To differentiate products: Advertising highlights unique features and benefits of a product or service, distinguishing it from competitors. For instance, an advertisement for a car emphasizing fuel efficiency over others.
- v. To introduce new products or services: Advertising is essential when launching a new product or service to inform potential customers about its existence. For instance, the launch of a new smartphone model.

(b) Give five characteristic features of the language of advertisement.

The language of advertisement is a persuasive tool used to appeal to customers. The key features include:

- i. Use of catchy slogans: Advertisements often include short and memorable phrases to capture the audience's attention. For example, "Just Do It" by Nike.
- ii. Positive tone: Advertisements use language that portrays products or services in a favorable light, emphasizing benefits.
- iii. Use of persuasive words: Terms such as "free," "exclusive," "best," and "guaranteed" are often used to entice customers.
- iv. Simple and clear language: The language in advertisements is straightforward and easy to understand, catering to a broad audience.
- v. Use of imagery and figurative language: Advertisements employ metaphors, similes, and other figures of speech to create vivid mental images and emotional appeal.

(c) Write according to the instructions given after each of the following language situations.

i. You want to ask someone you do not know about something. How will you start talking to him/her?
Excuse me, may I ask for your assistance with something?

ii. You are walking with a friend. She steps on a banana peel and falls. What will you say to her?
Are you okay? Let me help you up.

iii. "Be patriotic and fly Air Tanzania for utmost pleasure and safety." What type of language style is this?
This is promotional or persuasive language.

iv. "You think this bus belongs to your grandfather?" What language style has been used?
This is sarcastic language.

v. Someone is about to fall into a ditch unknowingly. How can you attract his/her attention?
Watch out! There's a ditch ahead!

2. What is spontaneous and non-spontaneous speech? Give the characteristic features of each of the two.
Spontaneous speech refers to unscripted and natural communication that occurs without prior preparation. Non-spontaneous speech, on the other hand, is premeditated and often rehearsed.

Characteristics of spontaneous speech:

- i. Natural flow: Spontaneous speech is unstructured and flows naturally.
- ii. Use of fillers: Words like "um," "uh," and "you know" are common.
- iii. Immediate responses: It occurs in real-time without prior thought.

Characteristics of non-spontaneous speech:

- i. Structured: It is well-organized and follows a plan.
- ii. Formal tone: Often used in speeches or presentations.
- iii. Rehearsed content: The speaker prepares and practices beforehand.

3 (a) Define the following literary terms, giving examples of each.

i. Poetic devices: These are techniques used in poetry to enhance its beauty and meaning, such as rhyme, alliteration, and metaphor. Example: "She sells sea shells by the seashore" (alliteration).

ii. Poetic license: This refers to the freedom poets have to deviate from conventional rules of grammar or syntax for artistic purposes. Example: "Brighter than the sun is your smile."

iii. Metaphor: A figure of speech that compares two unrelated things without using "like" or "as." Example: "Time is a thief."

iv. Personification: Assigning human qualities to non-human entities. Example: "The wind whispered through the trees."

v. Characterization: The process of describing the traits and personality of a character in a literary work. Example: "He was a miserly old man with a heart of gold."

vi. Euphemism: A polite or indirect expression used to replace harsh or blunt terms. Example: "Passed away" instead of "died."

vii. Figures of speech: Expressive uses of language that depart from literal meaning for effect. Examples include similes, metaphors, and hyperboles.

viii. Symbol: An object, character, or idea that represents a deeper meaning. Example: A dove symbolizes peace.

(b) Write four differences between poetry and prose.

- i. Structure: Poetry is written in verses and stanzas, while prose is written in sentences and paragraphs.
- ii. Rhythm: Poetry often follows a specific meter and rhythm, while prose has a more natural flow of language.
- iii. Use of language: Poetry uses figurative language extensively, while prose is more straightforward.
- iv. Purpose: Poetry focuses on emotions and aesthetics, while prose conveys information or tells a story.

4. Show how characterization has been used by any one playwright under this program to blend with the plot of the play.

Characterization is the process by which a writer presents and develops characters in a play. It involves showing the traits, behavior, and roles of characters to drive the story forward. In Francis Imbuga's *Betrayal in the City*, characterization plays a key role in blending with the plot.

In *Betrayal in the City*:

- i. Juser as the voice of rebellion: Juser, a young university student, symbolizes the anger and frustration of the youth under a repressive regime. His character embodies the rebellion against oppression, which is central to the plot. His involvement in the prison scene and his eventual role in the play-within-a-play highlight his transformation and the connection between personal struggles and political injustice.
- ii. Mulili as a corrupt government official: Mulili represents greed, corruption, and betrayal within the government. His role as the antagonist highlights the oppressive nature of the regime. Through Mulili's selfishness and ultimate betrayal of Boss, the plot reaches its climax and resolution.
- iii. Boss as the authoritarian leader: Boss, the dictator, is characterized as ruthless and self-serving. His leadership style sets the tone for the oppressive political environment in Kafira. The characterization of Boss and his downfall underscores the themes of power and betrayal, which are pivotal to the play's plot.
- iv. Regina as a victim of oppression: Regina represents the innocent victims of political repression. Her brother's unjust killing and her vulnerability show the personal cost of political turmoil, blending her character's experiences with the play's broader themes of justice and freedom.

In conclusion, Francis Imbuga uses characterization to blend individual struggles with the larger political conflict, thereby creating a unified and compelling plot.

5. Choose two plays studied under this course and illustrate the relevance of those plays to your society today.

The plays *Betrayal in the City* by Francis Imbuga and *I Will Marry When I Want* by Ngugi wa Thiong'o and Ngugi wa Mirii remain relevant in contemporary society.

i. Betrayal in the City

- Relevance to political oppression: The play reflects the struggles of people living under authoritarian regimes. In today's society, many countries still face political corruption, lack of freedom, and oppression, mirroring the events in Kafira.

- Fight for justice and equality: The youth's resistance against oppression in the play is echoed in modern protests and movements for democracy and human rights.

ii. I Will Marry When I Want

- Economic inequality: The play critiques the exploitation of the working class by the wealthy, a theme that resonates in societies with widening gaps between the rich and the poor.

- Cultural resistance: The emphasis on African traditions in the face of Western influence is relevant in contemporary discussions about preserving cultural identity amidst globalization.

Both plays highlight themes of resistance, justice, and cultural preservation, making them relevant to modern societal issues.

6. Using two novels you have read under this program, support the view that "leaders when voted into power end up betraying the people who put them into those positions."

This view can be supported by analyzing *The Beautiful Ones Are Not Yet Born* by Ayi Kwei Armah and *A Man of the People* by Chinua Achebe.

i. *The Beautiful Ones Are Not Yet Born*

- In this novel, the leaders who take power after Ghana's independence betray the trust of the people by indulging in corruption and self-enrichment. Koomson, a once humble man, becomes corrupt and disconnected from the struggles of ordinary citizens. The betrayal of the ideals of independence reflects the leaders' failure to serve their people.

ii. *A Man of the People*

- Achebe's novel portrays Chief Nanga, a politician who betrays the trust of the electorate by engaging in corruption and nepotism. Initially seen as a man of the people, Nanga becomes a symbol of greed and misuse of power. His actions highlight the disillusionment of the people with their leaders.

Both novels illustrate how leaders fail to fulfill their promises, prioritizing personal gain over public service, thereby betraying the people's trust.

7. How have writers of two novels you have read used symbolism to present the intended message to the readers?

Symbolism is a literary device where objects, characters, or events represent deeper meanings. In *The Beautiful Ones Are Not Yet Born* by Ayi Kwei Armah and *The River Between* by Ngugi wa Thiong'o, symbolism is used effectively to convey themes.

i. The Beautiful Ones Are Not Yet Born

- The rotting bus: Symbolizes the decay of society under corrupt leadership. It reflects the moral and political rot in post-independence Ghana.
- The unnamed protagonist's struggle: Represents the battle between integrity and corruption, highlighting the challenges of remaining honest in a corrupt system.

ii. The River Between

- The river: Symbolizes the divide between the two communities, Kamenno and Makuyu, as well as the ideological conflict between tradition and modernity.
- The circumcision ritual: Represents cultural identity and the struggle to preserve traditions amidst colonial influence.

Both writers use symbolism to emphasize themes of societal decay, cultural conflict, and the personal struggles of individuals in a changing world.

8. Support the view that poets want to make people aware of what is happening in their society using four poems you have read under this course.

Poetry has long been a medium through which poets express societal issues, bringing awareness to their readers. The following examples illustrate this view:

i. In "The Bloodstained Monument," the poet highlights the impact of colonization on African societies. The imagery of blood and monuments brings attention to the loss of culture and identity due to foreign rule.

ii. In "The Beautiful Ones Are Not Yet Born," the poet critiques societal corruption, addressing issues of moral decay and betrayal of independence ideals. This poem raises awareness about the need for integrity in leadership.

iii. "The Vultures Built in the Shadow of Their Talons" depicts the exploitation and suffering of Africans during colonization, symbolizing the vultures as oppressors who benefit from the pain of others.

iv. In "Spring Will Return Under Our Bright Steps," the poet inspires hope for African resilience and recovery from oppression, encouraging awareness about the potential for change and rebirth in society.

Through these examples, poets use their work to provoke thought and inspire action on societal issues.

9. Read the poem provided and answer the questions.

In those days

When civilization kicked us in the face,
When holy water slapped our cringing brows,
The vultures built in the shadow of their talons

The bloodstained monument of tutelage.
In those days
There was painful laughter on the metallic hell of the roads,
And the monotonous rhythm of the paternoster drowned the
Howling on the plantations, the bitter memories of extorted kisses,
Of promises broken at the point of a gun, of foreigners who did not seem human,
Hands fertilize the womb of the earth
In spite of your songs of pride.

In spite of the desolate villages of torn Africa,
Hope was preserved in us as in a fortress,
And from the mines of Swaziland to the factories of Europe,
Spring will be reborn under our bright steps.

Questions:

a. Who is the persona in this poem? How do you know?

The persona is an African reflecting on the impact of colonization and exploitation. This is evident from the references to "civilization kicked us in the face" and the "mines of Swaziland," which highlight the historical suffering of Africans under colonial rule.

b. What is the general message that you get from this poem?

The poem conveys the struggles of Africans during and after colonization, emphasizing resilience and hope for a better future despite the pain and oppression endured.

c. What feelings do you get when reading this poem?

The poem evokes feelings of sadness and anger due to the suffering described, but it also inspires hope and pride in the resilience of Africans, as expressed in the closing lines.

d. Comment on any three poetic devices found in the poem.

i. Imagery: The poet uses vivid imagery, such as "bloodstained monument of tutelage," to depict the suffering and exploitation of Africans.

ii. Alliteration: Phrases like "spring will return under our bright steps" create a rhythmic effect that reinforces the hopeful tone.

iii. Symbolism: The "vultures" symbolize the colonial oppressors who exploited Africa's resources and people.

e. What do you understand by the phrases:

i. "Who knew all the books but did not know love": This phrase refers to the colonizers who were educated and knowledgeable but lacked humanity and compassion for the people they oppressed.

ii. "Spring will return under our bright steps": This symbolizes hope and renewal, suggesting that Africans will reclaim their dignity and rebuild their societies after the hardships of colonization.

f. Why does the persona seem to be lamenting? Give two reasons to support your answer.

i. The persona laments the suffering and exploitation experienced during colonization, as depicted by the "bloodstained monument of tutelage."

ii. The persona mourns the loss of African identity and culture due to foreign domination, highlighted by references to "the metallic hell of the roads."

g. Can this poem be related to your society today? Why?

Yes, the poem can be related to society today as it reflects ongoing struggles with the legacy of colonization, including economic inequality and cultural identity. Additionally, the hope for renewal resonates with efforts to address societal challenges and rebuild.

h. What type of poem is this? Why?

This is a free verse poem. It lacks a consistent rhyme scheme or fixed meter, allowing the poet to express emotions and ideas freely, which suits the serious and reflective tone of the poem.