



**BOWEN UNIVERSITY, IWO  
COLLEGE OF COMPUTING AND COMMUNICATION STUDIES  
COMMUNICATION ARTS PROGRAMME  
SECOND SEMESTER 2022/2023 EXAMINATION**

**DATE: June, 2023**

**COURSE TITLE: WRITING TECHNIQUES AND STYLES**

**COURSE CODE: CMA 210**

**TIME ALLOWED: 2 HOURS**

**INSTRUCTION: Answer 4 Questions in all.**

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1. Writing cannot be done without language. Given this picture, list and discuss 2 components of language and 3 characteristics of language **(17.5 marks)**
2. Briefly define Style and list 5 important steps required in evolving a Style **(17.5 marks)**
3. Define and give 2 examples each of the following:
  - Jargon
  - Clichés
  - Technical language
  - Slangs
  - proverbs**(17.5 Marks)**
4. An examiner will test your writing on a 5 scale point. List the 5 points and write a paragraph on each. **(17.5marks)**
5. Writing encompasses the use of graphics. Define graphics and write briefly on 3 types of graphics that you know **(17.5marks)**
6. Write a 5 paragraph Essay on “Bowen University of my Dream”.  
**(17.5 marks)**