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Bachelor of Arts (FYUP) 4th Semester

(2056)

ENGLISH (AEC)

Paper : Language Skills-Listening Speaking

Reading Writing-II

Time Allowed : 1½ Hours]

[Maximum Marks : 30

1. Attempt any five out of eight questions :

- a. What are the different styles for note-taking?
- b. Give examples of maximizing and minimizing language.
- c. Write the entry as per latest MLA style.

The book 'Beowulf' was translated by Alan Sullivan and Timothy Murphy. It was edited by Sarah Anderson, and published by Pearson in 2004.

- d. Identify the noun phrases in the following sentences:
 - i. All the quality products in this box are costly.
 - ii. Bloggers were individuals who surfed the web and listed, or logged, what they found interesting.
- e. Correct these sentences:
 - i. The panacea of all social ill lie in diagnosing the root causes.
 - ii. One of the new constructed building has collapsed.

f. Identify the cause and effect in the following sentences:

- i. High temperatures in cities can have serious impacts for human health.
- ii. Urban areas are hotter because they contain few green spaces and mostly consist of buildings and roads.

g. What is a noun phrase? Give examples.

h. What is the essay verb used in the title and what is the specific focus?

Describe the effects of deforestation on agriculture. $5 \times 2 = 10$

(Long Questions)

2. Attempt any **two** questions out of **three**. Each question carries **10** marks.

1. Using the notes given below, write a feature for your blog entry in about 120-150 words:

- Progress made in global health
- Positive developments

Increased life expectancy

Advances in medical science

Reduced cases of infectious diseases

Decline in child and maternal mortality

- Way forward

Focus on digital health

Focus on meeting challenges related to developmental work and aging population

2. Make notes for the given paragraph .

One of the latest developments suitable for use by the anime marketers is the 'weblog' or 'blog', a kind of anime personal journal. Although the term 'weblog' was first used by Robot Wisdom in December 1997, with the term 'blog' being introduced in 1999, the practice dates back to the early 1990s. At that time there were far fewer websites, but without search engines, it was not so easy to find them. Bloggers were individuals who surfed the web and listed, or logged, what they found interesting. When the bloggers added their own comments and reviews of the sites, other web users would then access influential bloggers' pages for their opinions on these websites. The focus of the blogs very quickly moved on beyond other websites to encompass any and all subject areas that took the interest of the bloggers. Webopedia (www.webopedia.com) defines a blog as 'a web page that serves as a publicly accessible personal journal for an individual. Typically updated daily, blogs often reflect the personality of the author'. The last six words of this definition are the key to blogging. Bloggers have attitude. They have an opinion on everything, or a specific subject, and they are not shy about letting others know their views. Companies upset bloggers at their peril - a blog is another example of consumer-generated media. The boom year for blogging was 2002 as it moved from minority interest into the mainstream of the Internet. Setting up a blog also became easier as anime hosts, for example, www.blogger.com, provided would-be bloggers with a free web-based tool and web space. 2005 saw a boom in commercial organizations using blogs as part of a marketing strategy.

3. Identify the main ideas in the text and note down the evidence in the text that helped you identify each of the main ideas (at least **four**).

There has been a significant change in recent decades in the way the media proprietors view their audiences. Media owners now see readers, listeners, and viewers as consumers of their commodities, in much the same way as the owners of retail chains see their customers as consumers of the products they sell. As Hirst and Patching (2005: 104) claim, media industries today 'treat their audiences as "consumers" of news, entertainment, information, sport, and associated product packaging'. Again, this change might not be as recent as we think. Fifty years ago, at the height of Senator Joseph McCarthy's anticommunist campaign in the USA, television and radio journalist Ed Murrow criticized the media for entertaining people at a time when they should have been informing the public of the threat to free speech and personal freedom. Fifty years later, Ed Murrow's revealing words echo in a world unsettled by threats to global peace, and where hard news and investigative reporting are being increasingly replaced by infotainment. In the early twenty-first century, celebrity news often dictates the news agenda. While often quoted, Murrow's criticism of the lack of endeavor by journalists and news corporations at a time when the USA was swept up in a wave of anticommunist sentiment, had little influence on stopping the commercialization of news. The public are becoming increasingly affluent and consumerist, and they demand to be entertained as well as informed. This means the role and relevance of the investigative journalist is increasingly being challenged.

(SOURCE, adapted from: Bainbridge, J., Goc, N., & Tynan, L. (2011). P 42. Media and Journalism, 2nd ed. Oxford: Oxford University Press)