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**PRESIDENCY
UNIVERSITY**
BENGALURU

School of Media Studies

Mid - Term Examinations - Nov 2024

Semester: 3

Date: 07/11/2024

Course Code: ENG2008

Time: 09.30am to 11.00am

Course Name: English for Journalism

Max Marks: 50

Program: BA. Journalism and Mass Communication

Weightage: 25%

Instructions:

- (i) Read all questions carefully and answer accordingly.
(ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 2 marks.

2Mx5Q=10M

- | | | | | |
|---|--|---------|----|-----|
| 1 | What is a lead? Why is it considered important for a news story? | 2 Marks | L1 | CO2 |
| 2 | Distinguish between the terms "culture" and "subculture". | 2 Marks | L1 | CO1 |
| 3 | Differentiate between metaphor and simile using examples. | 2 Marks | L1 | CO1 |
| 4 | What is media bias? List two types of media biases. | 2 Marks | L1 | CO1 |
| 5 | What do we mean by the term "ethos"? How is it relevant to persuasive writing? | 2 Marks | L1 | CO2 |

Part B

Answer ALL Questions. Each question carries 10 marks.

4QX10M=40M

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|---|---|----------|----|-----|
| 6 | Imagine that you are writing an article on the impact of social media on mental health. Write a compelling lead that grabs the reader's attention and introduces the key issue. | 10 Marks | L3 | CO2 |
|---|---|----------|----|-----|

Or

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|---|--|----------|----|-----|
| 7 | Employing the strategies and techniques of persuasive writing, write an article supporting or opposing the topic "Increasing Digitalization of the Classroom". | 10 Marks | L3 | CO2 |
|---|--|----------|----|-----|

- 8 Define any four types of linguistic devices used in headlines. Write a headline using at least two linguistic devices for the following news article: 10 Marks L3 CO1

Earth's moon will soon have some company — a “mini moon.” The mini moon is actually an asteroid about the size of a school bus at 33 feet (10 meters). When it whizzes by Earth on Sunday, it will be temporarily trapped by our planet's gravity and orbit the globe — but only for about two months. These short-lived mini moons are likely more common than we realize, said Richard Binzel, an astronomer at Massachusetts Institute of Technology. The last known one was detected in 2020.

Or

- 9 Describe the different types of headlines. Write a headline using at least two linguistic devices for the following news article: 10 Marks L3 CO1

Police and firefighters in New Hampshire responded to an unusual call Thursday morning — a moose was trapped in a backyard swimming pool. A video shot by police shows rescuers removing a pool cover after arriving at the home at about 8:45 a.m. to reveal the adult moose standing in the water. After the cover was removed, the moose strolled out of the shallow end of the pool and headed to a wooded area next to the home. Bedford Police Chief Daniel Doudi said in a statement that no people or animals were harmed.

- 10 Explain how bias by Spin is used to manipulate the tone or context of a story. Provide examples of how specific language choices can lead to different interpretations of the same event. 10 Marks L2 CO1

Or

- 11 Describe in detail any four common types of media bias found in the media industry today. 10 Marks L2 CO1

- 12 Write a short note on the following features of persuasive writing: 10 Marks L2 CO2
- Repetition
 - Rhetorical questions
 - Emotive Language
 - Humour

Or

- 13 How do ethos, pathos, and logos contribute to the effectiveness of persuasive writing? Discuss in detail how these rhetorical appeals can be used to influence different types of audiences. 10 Marks L2 CO2