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Mid Term Examinations - October 2026

Date: 05/10/2026 **Time:** 09:30 AM - 11:00 AM

Course Code: ENG1905 **Course Name:** English for Journalistic Communication

Semester: Third Semester **Max. Marks:** 50 **Weightage:** 50%

CO - Levels	CO1	CO2	CO3
Marks	6	40	44

PART A: Answer Following Questions. 10 M

Q.N.	Questions	M	CO	BT
1	Identify the difference between **editorials** and **op-eds.**	2	CO1	BT1
2	“Don’t take his opinion on healthy eating seriously; he eats junk food every day.” **Identify the logical fallacy used in the statement.**	2	CO3	BT1
3	Write the difference between **persuasion** and **manipulation**.	2	CO3	BT1
4	Two events occur on the same day: (a) a minor traffic accident with no injuries near a busy intersection, and (b) a small local school winning a national robotics competition. **Identify the news values that would be relevant to deciding which of the two events should appear on the front page.**	2	CO1	BT1
5	Explain the importance of attribution in journalism.	2	CO1	BT1

PART B : Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
6	*"As a board-certified cardiologist with 20 years of experience, I can tell you that heart disease is the leading cause of death worldwide. Don't wait until it's too late — imagine not being there for your child's wedding. Choose HeartGuard Vitamins today."* **Apply your knowledge of ethos, logos, and pathos to demonstrate how each rhetorical appeal influences the audience in the given advertisement.**	10	CO3	BT3
7	*Claim: "College attendance should be compulsory because students generally learn more when they attend classes, according to some studies"* **Apply the Toulmin framework to the given argument and construct an alternative explanation for the same evidence.**	10	CO3	BT3

PART C: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
8	*"If we allow students to skip a single lecture, soon no one will attend classes at all, and the entire education system will collapse. Critics of mandatory attendance clearly don't care about students' futures — after all, why else would they oppose a policy meant to help them? Either we enforce strict attendance, or we accept that our graduates will be unprepared for life."* **Explain how the logical fallacies used in the argument weaken its reasoning.**	10	CO2	BT2

9	"*EXPOSED: Your Favorite App Has Been Spying on You All Along*". *It's the ultimate betrayal — the app millions of us trust with our most private moments has been secretly selling our data to the highest bidder, and they hoped we'd never find out. Insiders reveal that ConnectSphere, the messaging app used by over 200 million people worldwide, has been quietly harvesting everything from your location to your private conversations, packaging it up, and shipping it off to shadowy data brokers for profit. The company's so-called 'privacy update' — buried in a 40-page terms-of-service document nobody actually reads — was nothing but a smokescreen designed to make this theft look legal. Users are furious, and rightly so. How many of your secrets have already been sold? How many strangers know exactly where you were last Tuesday night? ConnectSphere wants you to trust them with your life. But can you really trust a company that would stab its own users in the back for a quick profit?*" **Rewrite this passage in a neutral, fact-reporting style and explain how maipulative language limits the reader's ability to form their own judgment.**	10	CO2	BT2

PART D: Answer Any 1 Following Questions. 10 M				
Q.N.	**Questions**	**M**	**CO**	**BT**
10	A major fire broke out at Greenfield Public Market in the city's old town area on Monday morning.The fire started around 6:15 AM in the fabric and textiles section. It spread quickly due to strong winds.Fire department officials from three nearby stations responded.The blaze was brought under control by 9:00 AM.No deaths were reported.Fire Safety Officer Mr. Ravi Kumar stated that a preliminary investigation points to a short-circuit as the likely cause, though a formal inquiry is underway.The Municipal Corporation has announced a compensation scheme for affected shopkeepers, with applications opening next week. 8 shopkeepers sustained minor injuries while trying to save their goods and were treated at City General Hospital.Preliminary estimates suggest damages worth ₹2 crore. Around 60 shops were affected, many of them small family-run businesses operating in the market for decades. **Apply the inverted pyramid structure to present the information above as a hard-news article, and demonstrate why it is appropriate for the story**	10	CO2	BT3
11	Backbenchers are commonly stereotyped as disinterested, disruptive, or academically weak students.A college professor conducted an informal survey across three classes and found that several students who regularly sit in the back rows scored above average in creative and extracurricular pursuits — including a robotics club founder, a published short-story writer, and a state-level debate champion.Interviews with these students revealed common reasons for sitting at the back: reduced pressure to perform for the teacher, more room to sketch, write, or think independently during lectures, and a preference for observing before participating.One student mentioned doodling comic strips throughout a semester that later became the basis for a self-published graphic novel.Teachers interviewed had mixed reactions — some admitted they rarely called on back-row students, while others noted these students often asked the most original questions during discussion. **Apply feature-writing techniques to present the information above as a feature article, and demonstrate how the techniques make the story engaging for readers.**	10	CO2	BT3

PART E: Answer Any 1 Following Questions. 10 M				
Q.N.	**Questions**	**M**	**CO**	**BT**

12	Viewpoint 1: AI tools should be encouraged in education because they support personalised learning. Viewpoint 2: AI tools should be restricted because they may reduce students' independent thinking. **Analyse and compare the two viewpoints on the use of AI tools in education by examining their stances, supporting arguments, counterpoints, and responses.**	10	CO3	BT4
13	Two newspapers cover the same story: a protest by farmers outside the state secretariat demanding better crop prices. Newspaper A runs the headline "Farmers Disrupt Traffic, Cause Chaos Outside Secretariat" and leads with details of traffic jams, inconvenienced commuters, and a brief police statement about detaining "unruly protesters." Newspaper B runs the headline "Farmers Demand Fair Prices in Peaceful Protest" and leads with farmer testimonies about falling incomes, followed by details of the protest's peaceful conduct and a government spokesperson's response. **Analyse how the two newspapers construct different versions of the same protest as newsworthy. In your answer, examine the news values, headlines, leads, and editorial choices used by each newspaper, referring to specific words or details from the coverage.**	10	CO3	BT4