LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

 **B.A.** DEGREE EXAMINATION – **ENGLISH LITERATURE**

FIRST SEMESTER – NOVEMBER 2010

# EL 1052 / 1050 - ENGLISH THROUGH PRINT AND VISUAL MEDIA

 Date : 29-10-10 Dept. No. Max. : 100 Marks

 Time : 1:00 - 4:00

Answer all the questions (10x10=100)

1. Read the following snippet carefully and expand it into a full blown news story with a new headline.
2. Read the given news story and condense it into a snippet. Frame two appropriate and alternative headlines for the given news story.
3. What are the tips to be kept in mind while writing letter to the Editor? Write a letter to the editor responding to the given letter below.
4. What are the steps to be followed while analyzing a cartoon? Analyse the cartoon given below carefully and give your views on the caption and the issue highlighted in it.
5. Read the given editorial from “The Hindu” and analyse it in terms of the views expressed, writing style and stand taken.
6. What are the characteristics of a good text or a Body Copy? Analyse the given advertisement with reference to AIDAS.
7. Write a book review for the book “News and Views” and give your suggestions for improvement.
8. How convincingly does Shaw portray the class division in English society in his play “Pygmalion”
9. “Pygmalion” is a play that stresses the need for serious training to achieve the desired result. Discuss with textual evidence.
10. Compare and contrast the film “My Fair Lady” with the play “Pgymalion”.

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