 LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

**U.G.** DEGREE EXAMINATION - **GENERAL ENGLISH**

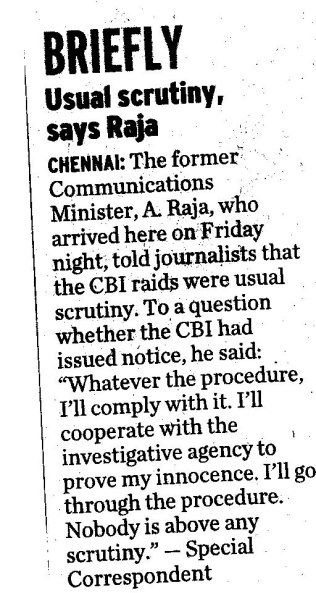
FIRST SEMESTER – APRIL 2011

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

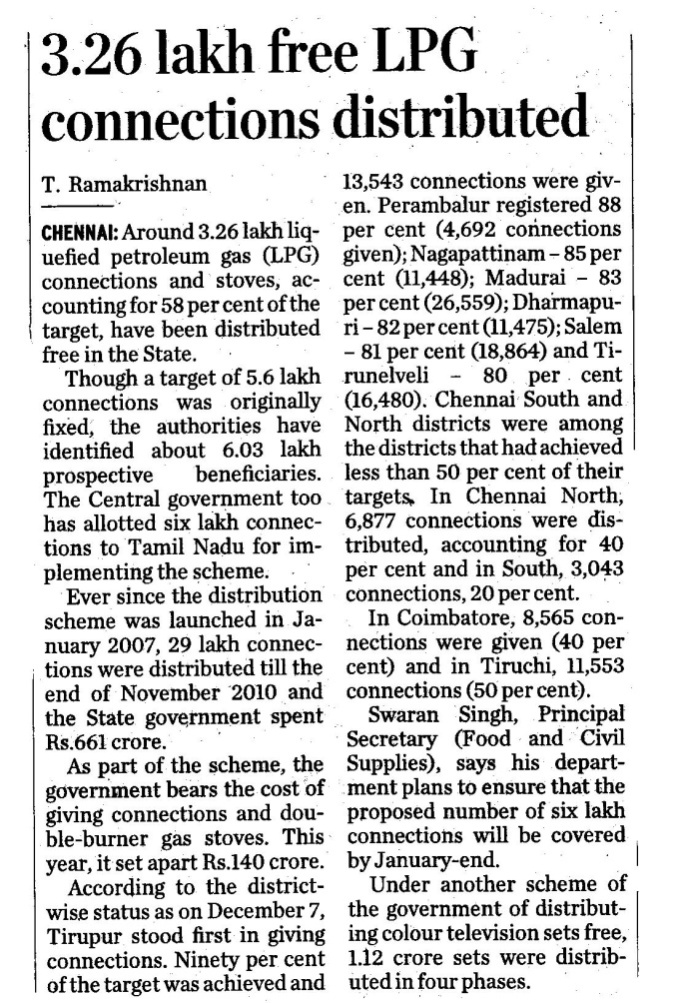
Date : 26-04-2011 Dept. No. Max. : 100 Marks

Time : 9:00 - 12:00

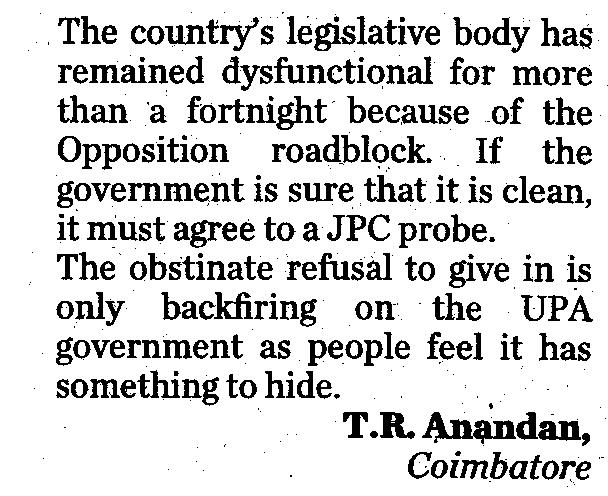
1. Answer all the questions given below: 10x10=100
2. Read the following snippet carefully and expand it into a full news story.



1. Read the given news story carefully and condense it into a snippet. Frame three new head lines also.



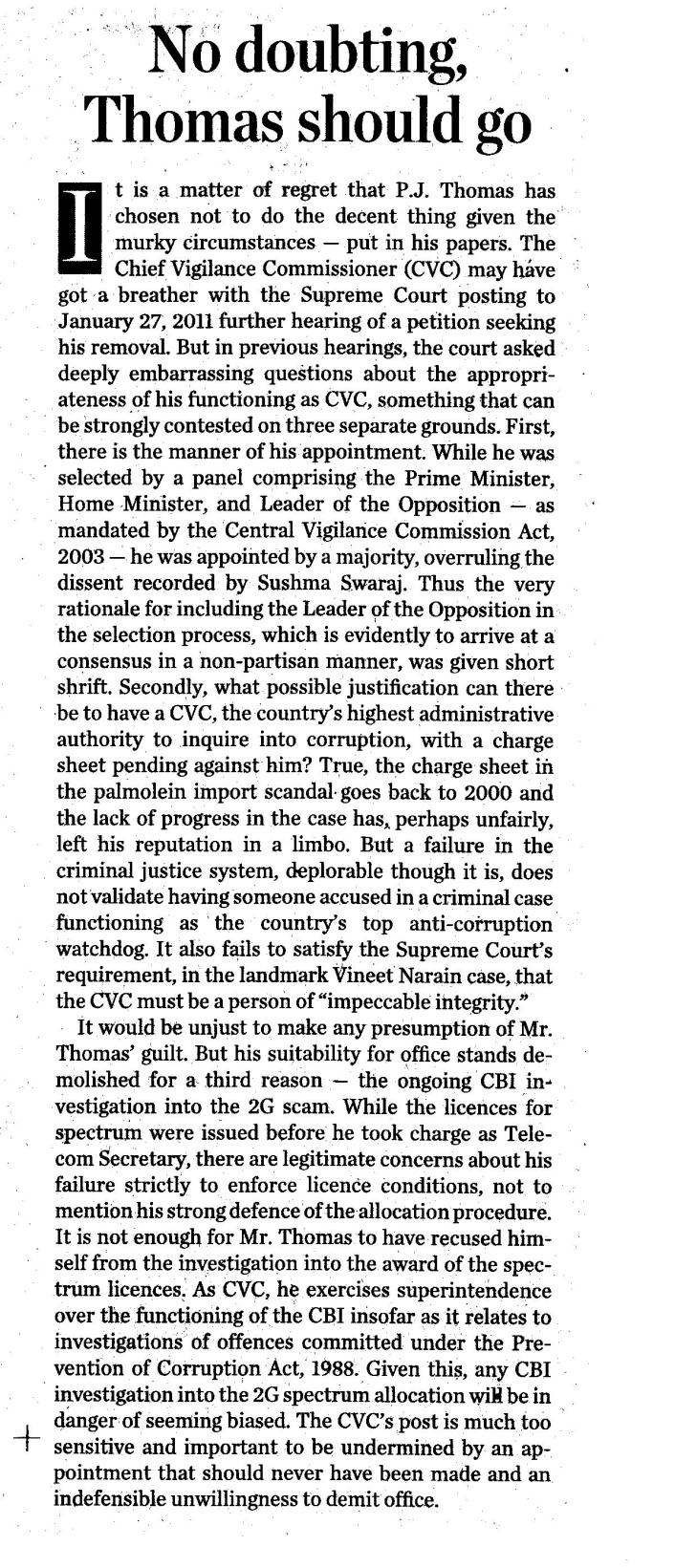
1. Why is the letters to the editor column considered a vital space in any standard news paper? Respond to the letter given below.

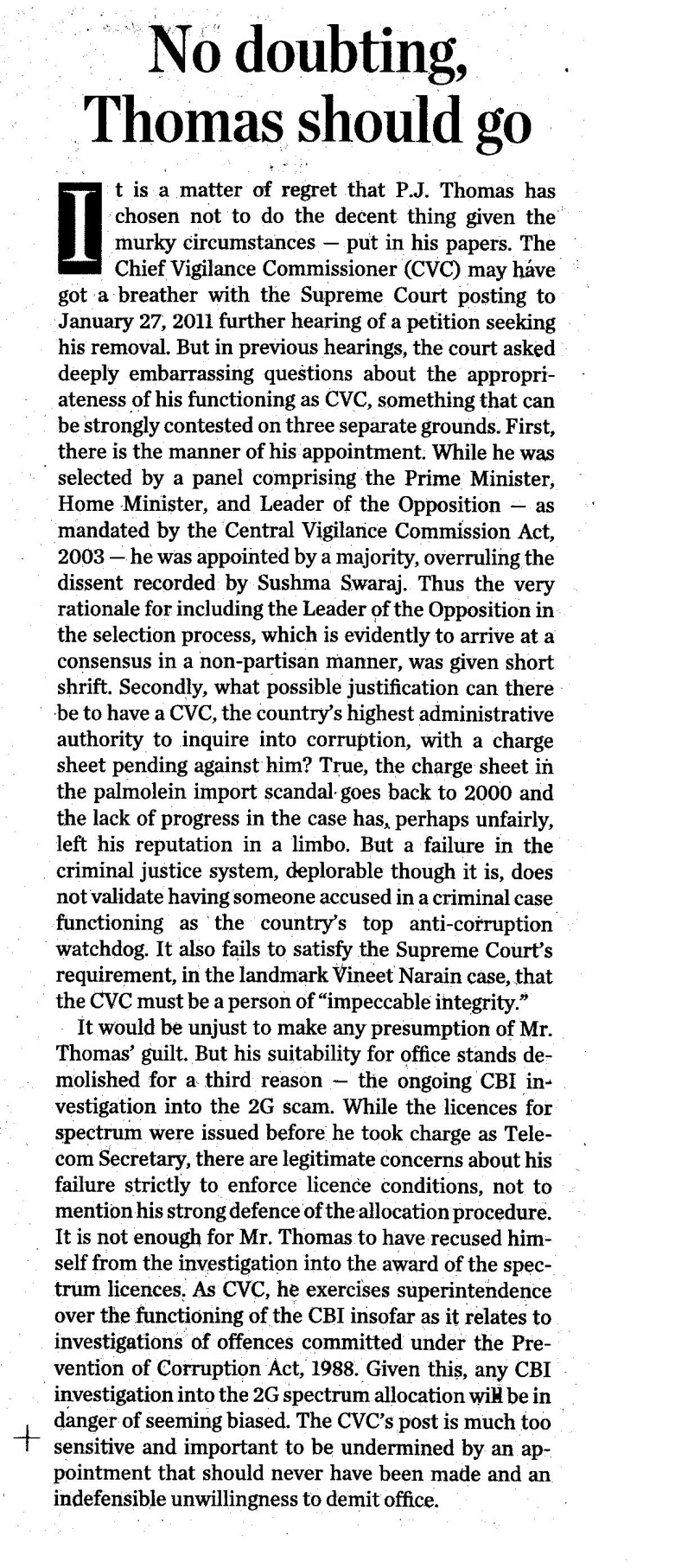


1. Examine the cartoon given below carefully and prepare a write up based on the caption and issue highlighted in it.



1. Read the following editorial from The Hindu and analyse it in terms of the stand taken, views expressed and the writing style with examples from the text.





1. Given below is an advertisement for washing machine. Does it contain all the features required for an effective ad? Analyse and write your comment.
2. Write a book review for the book News and Views and give suggestions for improvement.
3. How does Shaw portray the class divisions in English society in his play Pygmalion?
4. The play Pygmalion focuses on the role of education in personal and social uplift – Discuss.

1. Compare and contrast the film My Fair Lady with the play Pygmalion.

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