

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



U.G. DEGREE EXAMINATION – GENERAL ENGLISH

FIRST SEMESTER – NOVEMBER 2018

EL 1052 – ENGLISH THROUGH PRINT AND VISUAL MEDIA

Date: 29-10-2018
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

I. Answer the following questions in about 250 words each:

10X10=100 MARKS

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

Let off to sea

AUGUST 25, 2018 00:02 IST

The report about 100 tmc of Cauvery water having been let into the Bay of Bengal in the last month is distressing. At a time when large parts of Tamil Nadu are facing water scarcity — this includes Chennai — the government should have had measures in place to channel the excess water to these parts. It may be a long time before we get such a monsoon bounty.

Ramdas Naik,

Chennai

2. Write an interesting **news story** based on the given headline. Give an alternative headline as well.

Noida man sucked into machine while cleaning it, dies

3. Analyse the following cartoon carefully and give your views on the basis of the issue highlighted, language used and visual presented.



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

Adultery no longer a criminal offence as SC scraps Section 497 of IPC

A five-judge Constitution Bench of the [Supreme Court](#), led by Chief Justice of India (CJI) Dipak Misra, on Thursday scrapped the pre-Independence provision of adultery in the Indian Penal Code (IPC), which treats a married woman as a commodity owned by her husband.

Section 497 (adultery) gives a husband the exclusive right to prosecute his wife's lover. If found guilty, the adulterer faces five years behind bars.

A similar right is not conferred on a wife to prosecute the woman with whom her husband has committed adultery. Secondly, the provision does not confer any right on the wife to prosecute her husband for adultery. Further, Section 497 does not take into account cases where the husband has sexual relations with an unmarried woman.

Chief Justice Misra, in an opinion for himself and Justice A.M. Khanwilkar, held that criminalising adultery is "absolutely, manifestly arbitrary and unconstitutional".

Adultery may not be the cause of an unhappy [marriage](#), but a result after all. It would be tantamount to punishing people who lived in an unhappy marriage, he observed.

5. Read the following snippet carefully and expand it into a full news story.

Twitter to ban 'dehumanizing' comments with user help

SAN FRANCISCO, SEPTEMBER 26, 2018 09:50 IS

Twitter on Tuesday reached out to users for help crafting a ban on comments that dehumanise people and set the stage for real-world violence.

A policy change that Twitter has been working on for several months is intended to broaden hateful content restrictions at the service to include barring tweets dehumanizing people based on race, religion, sexual orientation or other social grouping.

6. Look at the **advertisement** given below . Does it contain all the features required for an effective ad? Analyse and write your comment.



7. Critically examine the following Editorial in terms of its contents, views expressed, stand taken and the style of language.

Now to compete: on Vodafone, idea merger

JULY 30, 2018 00:02 IST

The ground has shifted since they agreed to merge, and Vodafone Idea has its task cut out

A week is a long time in politics. In business, especially one as rapidly evolving as mobile telecommunications, a year can be an eternity. So for the Vodafone Group's Indian unit and Idea Cellular Ltd., which had in March 2017 announced an agreement to merge, [last week's approval](#) of the proposed union by the Department of Telecommunications came not a day too soon. The changes in the industry landscape over the intervening 16 months have been dramatic. The market has contracted marginally in terms of overall subscriber numbers — from 1.17 billion on March 31, 2017, to 1.13 billion at the end of May this year. But the number of competing service providers is set to shrink from double digits to just three privately run large rivals plus state-owned BSNL and MTNL. This consolidation, from the wave of mergers and acquisitions over the last couple of years, was the gain the companies left standing were hoping for. From more wholesome slices of the customer pie to more bang for the buck in a highly capital-intensive business, the merged entities including Vodafone Idea Ltd. — as the new business will be called — ought to be happy with the way things have panned out. But the situation on the ground is far from ideal. The intensity of competition has steadily increased since the entry of Reliance Jio, founded by the deep-pocketed billionaire Mukesh Ambani. This has left the incumbents battling furiously to protect their turf with tariff reductions to match the newcomer's 'no prisoners' approach to pricing of its voice and data services. The telecom regulator's September decision to more than halve the fee that operators pay on cross-network calls has only added to their woes, resulting in a steep and continuing erosion in average revenues per user and margins. The managements of Vodafone and Idea have repeatedly underscored the competitive challenges facing them, with both operators losing customers and the latter awash in red ink. With about 430 million subscribers, Vodafone Idea would vault past Bharti Airtel's current India customer base of about 345 million to the top of the heap. But this scale that they gain would ultimately count for little if the combine fails to staunch customer losses, and do that without compromising on the business's viability. The cost of bidding for fresh wireless spectrum is escalating steadily and mobile number portability has made it easier for customers to switch networks in case of dissatisfaction with service quality levels or pricing. The combine will therefore need more than just a few smart 'ideas', as Idea Cellular's erstwhile marketing campaign used to stress, to make a fist of their merger.

8. What is Inverted Pyramid Style of News?
 9. Write a Press Release for an important event happening in your college.
 10. What is reporting? List out the different types of reporting.
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