



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

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

**FIRST SEMESTER – NOVEMBER 2011**

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

Date : 31-10-2011

Dept. No.

Max. : 100 Marks

Time : 1:00 - 4:00

**Answer all the questions.**

**(10 x 10 = 100 marks)**

### **PRINT MEDIA**

1. Condense the News story given below into a snippet and frame three alternative headlines for the given News Story.

## **Retailers, stockists warned on thin plastic bags**

Deepa H Ramakrishnan

**CHENNAI:** The Tamil Nadu Pollution Control Board (TNPCB) will soon take action against wholesalers and retailers stocking and selling plastic bags less than 40 microns thick, said Member Secretary K.Karthikeyan.

The drive would be conducted in coordination with the respective local bodies, Mr.Karthikeyan, who took over as TNPCB's Member Secretary recently, told *The Hindu* here on Monday. "Two years ago we had conducted raids and they [the trade] had said that they will not bring bags that do not conform to the prescribed standards in to the State. Such substandard bags are still being brought in from other States as the cost is less," he added.

The TNPCB would insist that the manufacturers print the symbol denoting that

plastic products, including PET bottles, pipes and carry bags, were recyclable. "Not many are doing this. If the number inside the triangular symbol is between 1 and 7, that means it can be recycled. Awareness about this is very low. We will be creating awareness about this among consumers," he said.

Manufacturers of plastic carry bags would also be asked to contribute for setting up plastic waste collection and recycling facilities. "Milk sachets, which can be recycled, are not thrown away by people as they get money by selling them."

Mr. Karthikeyan said bags above 40 microns could also be recycled and therefore people would be interested in collecting and selling them.

The Board plans to join hands with NGOs to spread awareness about the importance of recycling plastics.

2. Convert the following snippet into a full blown News Story.

### **No pesky calls from today**

**NEW DELHI:** Irritating calls from telemarketers will be a thing of the past from Tuesday, as telecom operators will block such calls and messages as per the Telecom Regulatory Authority of India's recommendations. – PTI

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3. Write a letter to the editor responding to the letter given below.

**Gender inequality**

It is always difficult to educate the educated. More often, the better-off and educated classes resort to foeticide. The truth behind this sad story is the impossibility of investment return from girls. If social custom changes into making even girls responsible for parental care and sibling care, this problem will disappear from India.

**Rameeza A. Rasheed,**  
Chennai

4. Analyse the advertisement given below whether it contains all the major features of an effective Advertisement.

**YAMAHA** **YES! YAMAHA**

*This festive season  
bring back the joy of celebration.*

**Bring Back the Joy**

With every Yamaha that you purchase this festive season, you not only make the celebrations power packed but also full of memorable moments. So bring home a Yamaha and gear up for everlasting festivities.

www.yamaha-motor-india.com **Toll Free No.: 1800 420 1600** For Corporate / Bulk / CSD / CPC / DGS&D Contact: sdum@yamaha-motor-india.com & rdidi@yamaha-motor-india.com Phone: 0120 - 2350683

CHENNAI : **AMBAL MOTORS** Purasaiwalkam : Ph: 64502555, 9941570790, 9176015706. Tondiarpet : Ph: 25987410, 9840558951, Perambur Agaram : Ph: 9841247555 Redhills : Ph: 65660222, 9940349286. **BIKERZ YAMAHA** Nanganallur : Ph: 43915776, 9551683507, 9551675776. Chrompet : Ph: 4592776, 9551683509 / 02. Nandanam : 24329026, 9551683505, 9841605776. **JAIN MOTO BIKE** T.Nagar : Ph: 28141128/29, 9941902222. Anna Nagar : Ph: 9941890000, 26225588/5599. Nerikundrum: 9941836666 **PARAS YAMAHA** Mount Road : Ph: 9884444909 / 9941081113. **RAJ YAMAHA** OMR : Ph: 64511111, 9962815025. Adyar : Ph: 64533333, 9962793749. **SRI MOTORS** Ashok Nagar : Ph : 044-43335015, 43597050, 9500133385/86/87. Valasarawakkam : Ph : 9841158878/43856182. Kundrathur : Ph : 9445929178/24781212. **SAIRAM MOTORS** Padi : Ph: 45084141, 42189797, 9003284444. **KANCHEEPURAM : ANAND MOTORS** Ph:27233447, 9443135921, 9790523249, Chengalpeta : 9443639140, 9444276507. PORTBLAIR : **GOVINDAMMA & CO** Ph: 03192232999, 9933299299.

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

**CARTOONSCAPE**



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

## A malady, not a crime

**A**re people who attempt to put an end to their lives criminals? Yes, says Section 309 of the Indian Penal Code 1860, condemning “whoever attempts to commit suicide” to “simple imprisonment for a term which may extend to one year, or with fine, or with both.” The obsolete provision flies in the face of modern and humane approaches to suicidal behaviour, which regard those who suffer from this malady as people in need of care, support, and rehabilitation. We now know that suicidal behaviour is determined by a complex matrix of factors including personal experiences, psychological history, the socio-cultural environment, and genetic make-up. The central government’s decision to initiate steps to delete Section 309 is certainly overdue. The Law Commission of India recommended its repeal as early as 1971 and, once again, called for decriminalising the attempt to suicide in its 210th report in 2008. As it pointed out, this inhumane provision, which is a form of double punishment, remains on the statute books only in a few countries such as Pakistan, Bangladesh, Malaysia, and Singapore, besides India. The view that decriminalising the attempt to suicide will encourage people to take their own lives has no basis. As the International Association for Suicide Prevention has pointed out, there is nothing to show that suicide rates have increased following decriminalisation; in fact, the converse may well be true as decreasing suicide rates in some countries can be related to the medical and psychological help people who attempt suicide turn to in the absence of fear of being penalised by the law.

It is important to stress here that deleting Section 309 does not absolve the state, public authorities, and society at large of the responsibility to prevent suicides. It is the duty of the state to protect and preserve human life, and it can be argued that Section 306 of the IPC, which penalises the abetment of suicide, casts an obligation on public authorities to prevent the loss of life that may result from such acts as fast-unto-death. Upholding the constitutionality of Section 306, the Supreme Court of India observed it was a distinct provision that existed independently of Section 309 (*Gian Kaur v. State of Punjab, 1996*). In the United Kingdom, the last European country to decriminalise the attempt to suicide, the Suicide Act of 1961 holds people criminally liable for aiding, abetting, and counselling the suicide of another. Decriminalisation is a recognition that suicide is a complex problem with psychological and social dimensions. As the Supreme Court observed, it is decidedly not a manifestation of a base criminal instinct.

7. Write a review of your resource book ‘News and views’ and give your suggestions for improvement.

### VISUAL MEDIA

8. Compare and contrast the characters of Prof. Higgins and Colonel Pickering.  
9. What does education and training do for Eliza?  
10. Critically examine the similarities and differences between the play ‘Pygmalion’ and the film ‘My Fair Lady’.

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