



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Voc. DEGREE EXAMINATION – DIGITAL JOURNALISM

THIRD SEMESTER – NOVEMBER 2022

UEL 3205 – GENERAL ENGLISH III (INTERMEDIATE) VOC

Date: 26-11-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

SECTION A

Answer ALL the Questions

1. Definitions		(5 x 1 = 5)
a) Collocation	K1	CO1
b) Allegory and alliteration	K1	CO1
c) Point of view	K1	CO1
d) Gonzo journalism	K1	CO1
e) Visual communication	K1	CO1
2. Answer the following		(5 x 1 = 5)
a) Define passive voice	K1	CO1
b) Describe the common uses of rhetoric	K1	CO1
c) Examine logos and ethos	K1	CO1
d) Recall the idioms about nature	K1	CO1
e) Enumerate the features of verbal and nonverbal communication	K1	CO1
3. True or False		(5 x 1 = 5)
a) Adjectives are words that describe a noun or pronoun.	K2	CO1
b) Movies shape cultural attitudes and customs as the audience adopt the attitude and styles of the characters they watch on screen.	K2	CO1
c) For weak verbs that end in 'ed' their past participle is the same as their past tense.	K2	CO1
d) Work etiquette is a code that governs the expectations of professional behaviour in a workplace.	K2	CO1
e) Narratology is the study of the characters in a story	K2	CO1
4. Fill in the blanks		(5 x 1 = 5)
a) _____ voice is the subject doing the action (active /passive)	K2	CO1
b) _____ is when a thing or abstraction is represented as a person (personification/alliteration/metaphor)	K2	CO1
c) Above, over, under, beside are prepositions of _____ (place/time)	K2	CO1
d) _____ describes the structure of the story (plot/point of view/characters)	K2	CO1
e) Plot, perspective, style, character, theme are _____ (narrative elements/plot elements/story elements)	K2	CO1

SECTION B**Answer any TWO of the following in 100 words (2 x 10 = 20)**

5.	Illustrate report writing	K3	CO2
6.	Use these adjectives in sentences of your own: muscular, ambitious, thoughtful, thankful, high, helpful, friendly, cloudy, lucky, and precious.	K3	CO2
7.	Interpret the topic 'The happiest days of my childhood'.	K3	CO2
8.	Show your understanding of intercultural communication	K3	CO2

SECTION C**Answer any TWO of the following in 100 words (2 x 10 = 20)**

9.	Analyze modal auxiliary verbs.	K4	CO3
10.	Explain direct and indirect speech	K4	CO3
11.	Distinguish good rhetoric from bad rhetoric	K4	CO3
12.	Appraise a movie that you have recently watched.	K4	CO3

SECTION D**Answer any ONE of the following in 250 words (1 x 20 = 20)**

13.	Summarize the role of prepositions	K5	CO4
14.	Evaluate the rules governing writing for media.	K5	CO4

SECTION E**Answer any ONE of the following in 250 words (1 x 20 = 20)**

15.	Write a detailed note on script writing	K6	CO5
16.	Compile the features of the different genres of literature	K6	CO5

@@@@@