

NOVEMBER 2019

76040/HBBXB

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer any TEN questions in about 50 words each.

1. How does Practical Criticism view a work of literature?
2. What according to I.A. Richards are the four kinds of meaning?
3. What is the basic tenet of mass communication?
4. What is vital in selecting news?
5. What does the term 'General reader' refer to?
6. When will the number of drafts reduce?
7. Explain collaborative reading.
8. What is redundancy?
9. Define an Index.

II MA (Eng) Literature Analysis, Approaches and Copy Editing

10. What are weasel words?
11. Why should all the modifiers be placed appropriately?
12. What is a Technical Report?

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions in about 200 words each.

13. State the difference between mimetic criticism and pragmatic criticism.
14. What are the functions of the publishing industry?
15. What are the essential features of communication models?
16. Elucidate the process in Copy Editing.
17. What are the differences between Technical and Creative writing?
18. Mention few suggestions for proof reading, a written piece for unity and coherence.
19. Describe the features of User Manual.

PART C — (4 × 10 = 40 marks)

Answer any FOUR of the following in 500 words each.

20. Comment on the different aspects in the use of Practical Criticism.
21. Elucidate the concept and organisation of the Publishing Industry.
22. Elucidate the role and responsibility of a Copy Editor.
23. Explain the main principles to be followed while preparing a user manual?
24. Elaborate on the different strategies to be adopted while proof reading.
25. Write an essay on the organization of a Technical report.