

Exam. Code : 108601

Subject Code : 2873

B.Sc. Fashion Designing 1<sup>st</sup> Semester

COMMUNICATION SKILLS IN ENGLISH—I

Paper—VI

Time Allowed—3 Hours]

[Maximum Marks—50

Note :— ALL questions are compulsory.

READING SECTION

1. Read the following passage carefully and answer the questions that follow :

- (1) The categorisation of cinema into art cinema and commercial cinema was largely an offshoot of the emergence of the new movement in the seventies.
- (2) It is said by art-film directors in their defence that it is the inclusion of spicy elements that explains the success of commercial films. Their films, on the other hand, do not make use of sure-success formulas. They, however, preen themselves on their greater concern for social issues compared to the mainstream film-makers.
- (3) Nevertheless, the low success of such films makes one doubt their efficacy as vehicles of mass communication.

- (4) Ever since its inception, cinema has served as both a source of entertainment and of education for the masses. It is the entertainment value of cinema that makes it an effective tool for creating social awareness among the masses.
- (5) There are certainly no doubts regarding off beat cinema's commitment to social reform, but it is generally observed that art films are marked by a slowness of pace. The story is presented in what is seen popularly as a boring and monotonous manner, often causing the audience to yawn through the length of the film.
- (6) In direct contrast, a commercial film proceeds at a brisk pace. Moreover it is marked by an interesting presentation of the story, which is often interspersed with elements like song, dance, comedy and action. All this makes it more receptive to the public.
- (7) The difference between art-cinema and commercial cinema, perhaps, lies in the fact that while art-cinema administers the bitter pill to the public as it is, the commercial cinema administers the same bitter pill after coating it with a sweetener, thus making it more palatable. No wonder that while commercial films attract huge crowds to the cinema halls, the art-films are screened to sparse audience.



- (8) It is the lack of the element of entertainment in art-cinema, more than anything else, that accounts for its low popularity among the masses. Is not the primary purpose of cinema to entertain ?
- (9) In a predominantly illiterate society like India, cinema is — for the bulk of its population — a source of relief after a hard day's work. The offbeat films, instead of relieving, further tax the mind of the viewer by bringing him face to face with the stark and unadulterated reality. Hence, with all its social relevance, the offbeat cinema manages to reach only a limited audience comprising mainly the educated, elite and intellectual sections of society.
- (10) Many a time the makers of such films have perforce to approach the government for help, by way of granting environment tax exemption to their films. In fact, several such movies are not able to see the light of day due to the reluctance of the distributors to put their money on them. Thus the very purpose for which these films are made stands defeated — if they do not reach the masses.
- (a) On the basis of your reading of the above passage, answer the following questions in your own words as far as possible. Use one or two sentences only for each answer :
- (i) Art film directors do not make use of sure-success formulas. Why ?

- (ii) While watching an art film the audience yawns through the length of the film. Why ?
- (iii) How does a commercial film appear more receptive to the public than an art film ?
- (iv) It is the social issues which are highlighted by both art and commercial films. How ?
- (v) The offbeat cinema manages to reach only a limited audience. Why ?
- (vi) Why don't art films reach masses ?

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(b) Select words from the above passage which convey similar meaning as the following :

- (i) Trim (Para 2)
- (ii) Scattered on (Para 6)
- (iii) Pleasant to taste (Para 7) 3

2. Read the following passage and answer the questions given at the end :

One of heaven's best gifts to man is humour, for it adds innocent pleasure to life both in health and in sickness and helps to promote good feeling among people in their daily dealing with one another. Think for a moment what life would be if there were no humour or wit in the world, no laughter, no fun. Now, humour is not the same thing as wit. Wit is concerned



chiefly with words, while humour deals rather with situation : a man may be witty and yet not possess much humour. Humour is much larger and profounder than wit. Nearly, all the greatest writers have the gift of humour. But like all the pleasurable things of life, wit and humour have their dangers and three of the commonest are those of being vulgar, unkind and profane. In other words, those who use these gifts of wit and humour must avoid vulgarity, must see that they do not hurt the feeling of others and must beware of jesting about sacred things. The only way in which you can acquire the right taste for what is good in the world of wit and humour is to read examples of which there are many in literature. Shakespeare is a mine in himself and so is Dickens.

(A) Questions :

- (1) Why is humour regarded as one of heaven's best gifts ? 2½
- (2) What is the difference between wit and humour ? 2½
- (3) How can one acquire the right taste for wit and humour ? 2

(B) Give meanings of the following words :

- (1) Promote
- (2) Wit
- (3) Propounder
- (4) Profane
- (5) Jestng
- (6) Vulgar. 3

**WRITING SECTION**

3. Write a letter to your friend advising him to take part in games.

**OR**

Write a letter to LG group of companies complaining to them about the microwave malfunctioning. Ask them to replace/repair the same. 10

4. Being the Headgirl of your college draft a notice for your student council regarding an emergency meeting in the college auditorium.

**OR**

On the basis of your reading of the following passage make notes on it, in points only, using headings and subheadings in the suitable format :

In the 16<sup>th</sup> century, an age of great marine and terrestrial exploration, Ferdinand Magellan led the first expedition to sail around the world. As young Portuguese noble, he served the king of Portugal, but he became involved in the quagmire of political intrigue at court and lost the king's favor. After he was dismissed from service by the King of Portugal, he offered to serve the future Emperor Charles V of Spain.

A papal decree of 1493 had assigned all land in the New World west of 50 degrees W longitude to Spain and all the land east of that line to Portugal.



Magellan offered to prove that the East Indies fell under Spanish authority. On September 20, 1519, Magellan set sail from Spain with five ships. More than a year later, one of these ships was exploring the topography of South America in search of a water route across the continent. This ship sank, but the remaining four ships searched along the southern peninsula of South America. Finally they found the passage they sought near 50 degrees S latitude. Magellan named this passage the Strait of all Saints, but today it is known as the Strait of Magellan.

One ship deserted while in this passage and returned to Spain, so fewer sailors were privileged to gaze at that first panorama of the Pacific Ocean. Those who remained crossed the meridian now known as the International Date Line in the early spring of 1521 after 98 days on the Pacific Ocean. During those long days at sea, many of Magellan's men died of starvation and disease. 10

5. Do as directed :

(I) Put the verbs into correct form :

- (a) It was warm, so I \_\_\_\_\_ off my coat. (take)
- (b) Let's go out, it \_\_\_\_\_ (not/rain) now.

(II) Change the voice :

- (a) Bring me a glass of water.
- (b) The thief was arrested.

(III) Change the narration :

- (a) He said, "I will get scholarship this year".
- (b) He says, "Where do you live ?".

(IV) Combine the sentences into one :

- (a) It is hot. There are no clouds in the sky.
- (b) He is very rich. He is very miserly.

(V) Insert the correct verb of the subject verb agreement :

- (a) He and I \_\_\_\_\_ good friends.
- (b) The judge and the jury \_\_\_\_\_ in the court.

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