QP Code: D19MAENG024 Reg. No | | | | | | | | | | | AR 19

GIET UNIVERSITY, GUNUPUR – 765022

M. A(Third Semester) Examinations, December' 2020

ENG-AE 305 – Professional Writing

(English)

Time: 2hrs Maximum: 50 Marks

(The figures in the right hand margin indicate marks.)

Q.1. Answer **ALL** the questions (2 x 10 = 20)

a. Explain description as a rhetoric mode and its key function?
b. What is pre-writing technique?
c. Define Coherence.
d. Explain register and its relevance in professional writing.
e. What is mind-mapping?
f. Explain why brainstorming is important.
g. Write a short note on inverted pyramid writing style.
h. Summarize the use of note making as an essential tool in professional writing.
i. State the purpose of note taking?
j. Give a comprehensive definition of a proposal and say where proposals are used.

PART – B (6 x 5 = 30 Marks)

Answer ***ANY FIVE*** questions Marks

3. Write a Project Proposal on improving the existing communication system in your organization. Include any suggestions for improving it. (6)

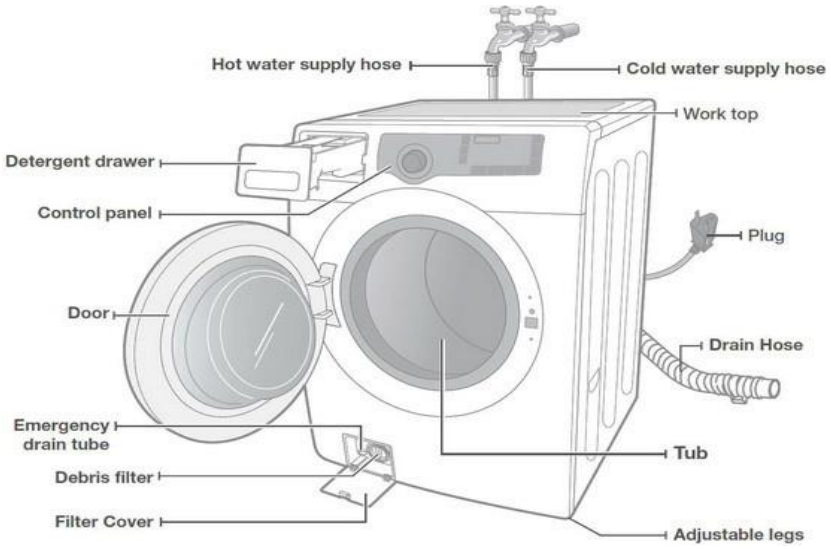
4. **Write a precis of the following passage and give a suitable title to it:** (6)

A new form of lie detector that works by voice analysis and which can be used without a subject's knowledge has been introduced in Britain. The unit is already widely employed by the police and private industry in the US, and some of its applications there raise serious worries about its potential here. The Dektor psychological stress analyser (PSE) is used by private industry for pre-employment screening, investigating thefts, and even periodic staff checks. Although at least 600 of the devices are used in the US, there are apparently only three in Britain. Burns International Security Services showed its PSE at the International Fire and Security Exhibition in London last week. Philip Hicks, assistant manager of Burns' Electron Division and the Burns official trained to use the PSE, said that one of the other two units was being employed by a private firm for pre-employment checks. In addition to the normally understood voice generation mechanisms - vibrations of the vocal chords and resonance of cavities inside the head - there is a third component caused by vibration of the muscles inside the mouth and throat. Normally, but not under stress, these voluntary muscles vibrate at 8-12 Hz, and this adds a clearly noticeable frequency-modulated component to the voice. The PSE works by analysing this infrasonic FM component. Dektor claims that the muscle tightening occurs very quickly,

and can change from one word to the next, so that it is possible to pick out a word or phrase that caused stress. Dektor emphasises that the device shows only stress, not dishonesty. Three steps are suggested to overcome this difficulty. First, the subject is supposed to see a full list of the questions in advance. Second, there are 'neutral' questions and one to which the subject is specifically asked to lie. Third, if an individual shows stress on a vital question (such as Have you stolen more than £100 in the last six months?), then additional questions must be asked to ensure that this does not reflect an earlier theft or the subject's knowledge of someone else responsible. The standard report recommended by Dektor is simply the statement 'After careful analysis, it is the opinion of this Examiner that the Subject's chart did contain specific reaction, indicative of deception, to the relevant questions listed below.' And Hicks admitted that if a person showed stress and Hicks was unable to ascertain just what caused the stress, he would assume that the stress was 'indicative of deception'. In the US, the device is used for pre-employment interviews, with questions such as 'Have you used marihuana?' and for monthly checks with branch managers, asking questions like 'Do you suspect any present employees of cheating the company?'- which at least prevents a manager from setting his own pace to investigate possibly suspicious behaviour. Finally, US insurance investigators are now using the PSE. They need not carry it with them - only tape record the interview, usually with the permission of the unsuspecting claimant. Not only does an assessor go through the claim form to look for false claims (a questionable practice, because a person is just as likely to stress over being reminded of a lost or damaged object as to lying), but he also offers less money than requested. The claimant's response can, apparently, be analysed to show if he is, in fact, likely to eventually accept.The potential application of the PSE in Britain is extremely disquieting, especially as there seems no law to prevent its use. The most serious problem is that its primary application will be in situations where people may not object - such as pre-employment interviews. But it can also be used to probe a whole range of personal issues totally unrelated to job - union and political affiliations, for example. And, of course, the PSE can be used without the subject even knowing; its inventors analysed the televised Watergate hearings and told the press who they thought was lying. Finally, the device is not foolproof but depends on the skill of the investigator, who receives only a one-week course from Dektor. In the US, where lie detectors of all sorts are much more widely used, Senator Sam J. Ervin has introduced a bill to virtually prohibit their use by private companies. There may be a privacy bill from the UK government this summer, and hopefully it will include the use of lie detectors. In the interim, trade unions and consumer groups should prevent their use before they become widespread.

5. Write a Project Proposal on preventing road accidents in your area. Include any suggestions for improving it. (6)

6. Provide a user manual for the product in the picture explaining the functions, features and safety instruction for the given product. (6)



7. Draft a radio script of 1 min 30 sec for a music-based entertainment show (provide names of radio channel, show, frequency, time) based on any theme of your choice. Include at least one commercial break in between and one music track at the end of the script. (6)

8. **Make notes on the following passage giving it a suitable title:** (6)

There are several types of pollution, and while they may come from different sources and have different consequences, understanding the basics about pollution can help environmentally conscious individuals minimize their contribution to these dangers. In total, there are nine recognized sources of pollution in the modern world. These sources of pollution don't simply have a negative impact on the natural world, but they can have a measurable effect on the health of human beings as well. Air pollution is defined as any contamination of the atmosphere that disturbs the natural composition and chemistry of the air. This can be in the form of particulate matter such as dust or excessive gases like carbon dioxide or other vapors that cannot be effectively removed through natural cycles, such as the carbon cycle or the nitrogen cycle. Air pollution comes from a wide variety of sources. Some of the most excessive sources include: Vehicle or manufacturing exhaust, Forest fires, volcanic eruptions, dry soil erosion, and other natural sources, Building construction or demolition. Depending on the concentration of air pollutants, several effects can be noticed. Smog increases, higher rain acidity, crop depletion from inadequate oxygen, and higher rates of asthma. Many scientists believe that global warming is also related to increased air pollution. Water pollution involves any contaminated water, whether from chemical, particulate, or bacterial matter that degrades the water's quality and purity. Water pollution can occur in oceans, rivers, lakes, and underground reservoirs, and as different water sources flow together the pollution can spread. Causes of water pollution include: Increased sediment from soil erosion, Improper

waste disposal and littering, Leaching of soil pollution into water supplies, Organic material decay in water supplies, The effects of water pollution include decreasing the quantity of drinkable water available, lowering water supplies for crop irrigation, and impacting fish and wildlife populations that require water of a certain purity for survival. Soil Pollution, Soil, or land pollution, is contamination of the soil that prevents natural growth and balance in the land whether it is used for cultivation, habitation, or a wildlife preserve. Some soil pollution, such as the creation of landfills, is deliberate, while much more is accidental and can have widespread effects. Soil pollution sources include: Hazardous waste and sewage spills, Non-sustainable farming practices, such as the heavy use of inorganic pesticides ,Strip mining, deforestation, and other destructive practices, Household dumping and littering, Soil contamination can lead to poor growth and reduced crop yields, loss of wildlife habitat, water and visual pollution, soil erosion, and desertification. Noise pollution refers to undesirable levels of noises caused by human activity that disrupt the standard of living in the affected area. Noise pollution can come from: Traffic , Airports, Railroads, Manufacturing plants, Construction or demolition, Concerts. Some noise pollution may be temporary while other sources are more permanent. Effects may include hearing loss, wildlife disturbances, and a general degradation of lifestyle. Radioactive pollution is rare but extremely detrimental, and even deadly, when it occurs. Because of its intensity and the difficulty of reversing damage, there are strict government regulations to control radioactive pollution. Sources of radioactive contamination include: Nuclear power plant accidents or leakage, Improper nuclear waste disposal, Uranium mining operations. Radiation pollution can cause birth defects, cancer, sterilization, and other health problems for human and wildlife populations. It can also sterilize the soil and contribute to water and air pollution. Thermal Pollution is excess heat that creates undesirable effects over long periods of time. The earth has a natural thermal cycle, but excessive temperature increases can be considered a rare type of pollution with long term effects. Many types of thermal pollution are confined to areas near their source, but multiple sources can have wider impacts over a greater geographic area. Thermal pollution may be caused by: Power plants, Urban sprawl, Air pollution particulates that trap heat, Deforestation, Loss of temperature moderating water supplies. As temperatures increase, mild climatic changes may be observed, and wildlife populations may be unable to recover from swift changes. Light Pollution is the over illumination of an area that is considered obtrusive. Sources include: Large cities Billboards and advertising, Nighttime sporting events and other nighttime entertainment. Light pollution makes it impossible to see stars, therefore interfering with astronomical observation and personal enjoyment. If it is near residential areas, light pollution can also degrade the quality of life for residents. Visual Pollution - eyesores - can be caused by other pollution or just by undesirable, unattractive views. It may lower the quality of life in certain areas, or could impact property values and personal enjoyment. Sources of visual pollution include: Power lines, Construction areas, Billboards and advertising, Neglected areas or objects such as polluted vacant fields or abandoned buildings, While visual pollution has few immediate health or environmental effects, what's causing the eyesore can have detrimental affects.

9. Create a Home page for an Online Shopping Website and explain the uniqueness of the website that you have created. (6)

10. Prepare a user manual for a product of your choice making use of instructions and recommendations. (6)

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