



INDIAN INSTITUTE OF
INFORMATION
TECHNOLOGY

Mid Term Test

Course Code: HS102

10/06/2021

Course Title: Professional Communication

Total Marks: 50

Name, Branch, Reg.No:

1. Passage (1) for the given questions [A to E] and for question [2]

“Strange Bedfellows!” lamented the title of a recent letter to Museum News, in which a certain Harriet Sherman excoriated the National Gallery of Art in Washington for its handling of tickets to the much-ballyhooed “Van Gogh’s van Goghs” exhibit. A huge proportion of the 200,000 free tickets were snatched up by homeless opportunists in the dead of winter, who then scalped those tickets at \$85 a piece to less hardy connoisseurs. Yet, Sherman’s bedfellows are far from strange. Art, despite its religious and magical origins, very soon became a commercial venture. From bourgeois patrons funding art they barely understood in order to share their protégée’s prestige, to museum curators stage-managing the cult of artists in order to enhance the market value of museum holdings, entrepreneurs have found validation and profit in big-name art. Speculators, thieves, and promoters long ago created and fed a market where cultural icons could be traded like commodities.

This trend toward commodification of high-brow art took an ominous, if predictable; turn in the 1980s during the Japanese “bubble economy.” At a time when Japanese share prices more than doubled, individual tycoons and industrial giants alike invested record amounts in some of the West’s greatest masterpieces. Ryoei Saito, for example, purchased van Gogh’s *Portrait of Dr. Gachet* for a record-breaking \$82.5 million. The work, then on loan to the Metropolitan Museum of Modern Art, suddenly vanished from the public domain. Later learning that he owed the Japanese government \$24 million in taxes, Saito remarked that he would have the painting cremated with him to spare his heirs the inheritance tax. This statement, which he later dismissed as a joke, alarmed and enraged many. A representative of the Van Gogh museum, conceding that he had no legal redress, made an ethical appeal to Mr. Saito, asserting, “A work of art remains the possession of the world at large.”

Ethical appeals notwithstanding, great art will increasingly devolve into big business. Firstly, great art can only be certified by its market value. Moreover, the “world at large” hasn’t the means of acquisition. Only one museum currently has the funding to contend for the best pieces—the J. Paul Getty Museum, founded by the billionaire oilman. The art may disappear into private hands, but its transfer will disseminate once static fortunes into the hands of various investors, collectors, and occasionally the artist. [Ref: GMAT]

Read the given passage and answer the questions not exceeding 5 sentences (10 marks)

- A. Give a suitable title for the passage and justify the same
- B. From the passage what is the inferred reason for Harriet Sherman to agree that “Those with a genuine interest in art should not have to pay inflated prices.” regarding admission to museum exhibits?
- C. How do you claim that the passage supplies information for answering the question “Did the Van Gogh Museum threaten legal action in response to reports that Saito intended to destroy van Gogh’s *Portrait of Dr. Gachet*?”
- D. In not more than 2 sentences, explain the statement “the art may disappear into private hands, but its transfer will disseminate once static fortunes into the hands of various investors, collectors, and occasionally the artist.”
- E. How will you surmise the sentence “a work of art remains the possession of the world at large?”

2. Read the passage (1) and summarize the same (20marks)

Answer any one of the following [3 (A) or 3 (B)] (20 marks)

3. A] Paraphrase the given research article excerpt

The world around is moving in a faster pace and it is becoming very competitive and mechanical in every sphere of life. Technology is developing day by day and it has paved way for an easy life style. From domestic chores to college projects, everything is simplified using latest technology. In such a scenario, people do not have time to lend their ears to anyone which would distract them from the busiest life schedules. Any news or information has to be informed crisply so as to gain attention. Films also fit in this and people are not ready spare continuous three hours for watching a movie that do not have a particular liner or dialogues which overlay the story of the entire movie. These liners or statements of dialogues are nothing but the techniques of elevator pitch or speech included in films to attract the audience. Techniques of elevator speech employed in movies usually will be a single dialogue delivered by any one of the actors. This statement or dialogue liner will bring drastic twist in the movie. These techniques will make the audience to sit back and watch the rest part of the movie without feeling bored though it was boring before. There are many Indian regional language films which have received standing ovation just for a few phrases put together as a statement. One thing to be noted is when such single liners or a dialogue of 90 seconds have the power to grab the attention of myriads of audience, if used in employment interviews will not it seize

the interest of the employer? This paper aims to cynosure techniques of elevator speech used in select film. Through this paper, the personality changes of the central characters in the chosen movies after the usage of elevator speech is also explored. To market oneself in an employment interview, appropriate vocabulary is in demand. In a short span of time, the candidate must be able to tell even the minute details of all the achievements without creating any boredom. For this, the techniques of elevator speech are of great help. 'Platinum 90' or the first ninety seconds of meeting the interviewer is always the prime time to impress the employer. If this 90 second is used aptly, it will add to the successful moment. For a better elevated speech, enhanced speaking skill and choice of vocabulary is in demand. From a course work designed by Sridhar and Sahana of IIT Bombay on Creating your Elevator Speech, it could be understood that a well crafted elevator speech should be Precise; Problem must be emphasized, should have proper examples and should be free from vague points (2014, 2015). A well refined speaking skill encompassing good vocabulary, wise usage of words and time management is required. There are ample of researches done to prove that art of speaking is intertwined with sociological and psychological state of a person apart from their cultural background. [Ref: Manjusha C B, *Exploring Elevator Speech...*, 2016]

OR

B] Explain the various process, level, and barriers of communication as discussed in Unit 1

All the Best