

**Indian Institute of Technology**  
**End Semester Examination, Spring 2023**  
**HS 225: Media and Linguistics**

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Time: 3 hours

Full marks: 100

*Question I*

Answer the following questions briefly in one sentence. (10\*1= 10)

1. Name any two thinkers related to speech acts.
2. What is the difference between descriptive discourse and narrative discourse?
3. What is cooperative principle of conversation?
4. What is multimodality?
5. Define hyper reality in media.
6. What is translanguaging?
7. Differentiate between supervised learning and unsupervised learning with reference to neural networks.
8. What is an ideology?
9. What Grice is to maxims of conversation.....is to design features of language.
10. "Earth: planets" is similar to "Linguistics:.....".

*Question II*

What is media linguistics? Discuss at least five differences between traditional media and new media with examples. (350- 400 words) (10)

*Question III*

Give two examples for each of the following: (10\*1= 10)

1. Traditional Media
2. Application of supervised learning model in ANN
3. Inflectional morphemes
4. Closed class words
5. Collocations
6. Changes in languages due to social media influence
7. Codemixing
8. Language biases
9. Allomorphs
10. Rounded vowels

#### Question IV

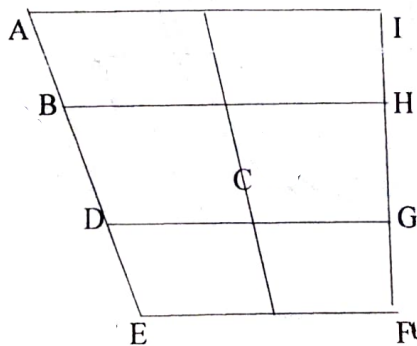
Provide the names of the thinkers related to the following concepts: (10\*1=10)

1. Hegemony
2. Speech Acts
3. LAD
4. Stimulus- Response approach to language acquisition
5. Labelling
6. Design features of language
7. Cardinal Vowels
8. Conceptual metaphors
9. Principle of cooperation in conversation
10. Binary Opposites

#### Question V

Media images stimulate different thoughts in the mind of the audience. Such images also drive the cognition as well as perception among the audience influencing opinions and points of view. This phenomenon has been conceptually identified. Discuss the concept in your own (200- 250) words. (5)

#### Question VI



Considering the IPA vowel chart, identify the vowels A- I. (5)

Redraw the chart providing the tongue position details on the x- axis as well as the y- axis. (5)

#### Question VII

Choose the correct option with respect to speech sound articulation: (5)

1. /k/ - (stop/ fricative)
2. /o/- (voiceless/ voiced)
3. /l/ - (vowel/ consonant)
4. /m/- (bilabial/ labio- dental)
5. /s/ - (fricative/ approximant)

### Question VIII

(5\*2= 10)

Identify the ambiguities in the following sentences:

1. I know Sheetal cannot bear children.
2. I saw a man last night with binoculars.
3. Old men and women must attend the party tonight.
4. I had asked my friend to meet me by the bank.
5. I saw bats.

### Question VIII

*Mohan: This magazine is boring to read.*

*Sohan: What do you mean?*

*Mohan: Nothing. Just saying that this magazine is not interesting at all.....*

*Sohan: Try the other one.*

*Mohan: Wow.....thanks!!*

Read the dialogues above closely. Identify the speech- acts.

(5)

### Question IX

Construct a plot which has at least three discourse types. Identify them in your answer. (5)

### Question X

India is considered as a linguistic area in its own right. Despite being multilingual, it is not free from language politics. Discuss on your own words. You may highlight the different language families of India and the issues of linguistic imperialism, dominance, minority languages, stereotypes and biases as exemplified by media. Suggest few remedial measures that can be adopted by media to address these issues. (750- 800 words)

(20)