

Functional English (SS1012)

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Final Exam FALL 2024

Total Time (Hrs.): 3

Total Marks: 70

Total Questions: 5

Do not write below this line

Attempt all the questions on the answer sheets, in the order set.

CLO 4: Write well-structured informational and expository essays

Question 1. Read the given excerpts and write a 5-paragraph essay on the topic "The Impact of Social Media on Teenagers' Mental Health" by following the provided guidelines. [25]

Your essay should contain:

- *Introductory Paragraph*
 - Reader's Hook (Rhetorical Question)
 - Lead in sentence
 - Three-point thesis statement
 - Transitional Hook
- *3 Body paragraphs*
- *Concluding paragraph*

(Note: Keep the word count within the range of 320-350 words Use the given excerpt as a source of information however, you may add more information where required.)

The Impact of Social Media Influencers on Young Minds: Navigating the Positive and Negative Effects

Social media has transformed how we connect and communicate, creating new ways to share and interact. At the heart of this shift are influencers who, through their large followings on platforms like Instagram, TikTok, and YouTube, can shape their audiences' opinions and behaviours. While some influencers have a positive impact, growing concerns about their influence on young minds continue to rise.

Influencers are often seen as modern-day role models, representing ideals of success, beauty, and popularity, particularly among young people. They are the living embodiments of an aspirational lifestyle that many followers long to attain. The rise of "aspirational" content—where influencers showcase their luxurious lives and promote a product that promise to make their followers more like them—has deepened this fascination with their curated worlds.

However, not all of the content influencers share is harmless or healthy. Many promote unrealistic standards, which can lead to body dissatisfaction, low self-esteem, and, in some cases, eating disorders. Influencers also encourage a culture of consumerism, promoting products that followers may not need but are made to feel they must have in order to measure up.

The impact of influencers stretches beyond materialism and body image. Social media platforms, designed to be addictive, pull young users into endless scrolling and comparison, often leaving them feeling inadequate. The polished, carefully crafted lives influencers present can distort reality, making young people believe they are falling short or that their lives are less than they see online.

However, it is essential to recognize that not all influencers are harmful. Many use their platforms to promote positive messages, such as body positivity, mental health awareness, and social justice. The key is to be critical of the content we consume and question its motives. Influencers are often paid to promote products, and their content is not always genuine.

Parents and educators must help young people navigate this world of social media. By teaching media literacy, we can empower the next generation to evaluate what they see and make informed choices about what they engage with.

In the end, social media influencers can profoundly impact young minds, both good and bad. While we must be aware of the potential dangers, we should also acknowledge their positive influence. By promoting critical thinking and media literacy, we can help young people use social media healthily and productively.

by Dr Hemant Bareth, Feb 23, 2023.

CLO 3: Express ideas with logical and well supported arguments

Question 2. a) Narrow down the topic “Exercise”

[10]

(Broad Topic)

↓
Step 1

↓
Step 2

↓
Step 3(Narrowed Topic)

b) Generate 10 points using ‘clustering technique’ on the narrowed topic.

c) Write a three-point thesis statement using the narrowed topic.

CLO 5: Demonstrate language proficiency in general/ academic listening and speaking tasks

Question 3. Read the case study and answer the questions that follow.

[12]

Sarah is tense as she presents a new strategy for increasing product sales. As soon as she begins, John, a senior developer, scoffs at her slides, criticizing them as unprofessional and unengaging, instead of focusing on the

she is sharing. This prevents him from understanding the message itself. At the same time, Lisa immediately disagrees with the core message of the presentation, which suggests shifting focus to a new marketing approach. She remains fixated on her belief that the old methods are more effective. Meanwhile, Ali, a junior analyst, focuses solely on taking notes on numbers and figures, disregarding the broader vision Sarah is trying to communicate. In the back, Taha, who is already bored, assumes the presentation won't change anything, and mentally tunes out, predicting what's coming next. Emaan, sitting near the window, appears engaged but is distracted by personal messages on her phone. Finally, Mahad, sitting in the front row, senses that the change Sarah is proposing will be difficult and avoids confronting the challenges it will bring for the team. In the end, the team breathes a sigh of relief when the presentation ends, failing to have the intended impact as the team members' understanding was hindered by various barriers.

- a) Identify any four types of listening barriers present in the case study. Explain how each barrier impacted the effectiveness of the communication. (8)
- b) How could Sarah have addressed these distractions among her team members to ensure effective listening? (4)

CLO 3: Express ideas with logical and well supported arguments

Question 4. Read the passage and answer the questions that follow.

[8]

Back in the 1980s, Alamgir and the Benjamin Sisters sang the iconic patriotic song *Khayal Rakhna* which was a directive to the youth to take care of things. Today, some three decades on, the trio have all migrated from Pakistan and Alamgir has been running from pillar to post in Canada, trying to collect money for his medical treatment. A music icon of the past lives in abject helplessness today — such has been the curse of being a professional musician in Pakistan. Today, major record labels exist in name alone, album sales have dried up, the infrastructure to support music distribution has crumbled in the face of technological changes, television exposure for music has dwindled despite the overarching popularity of avenues such as Coke Studio, and public concerts — which have often been the bread and butter of the country's musicians — are few and far between. Add to that the ever-present dilemma of piracy which deprives artists of making a living from their creative efforts. In this atmosphere of gloom, the question most struggling musicians are asking themselves is whether there is a future for them.

- a) Write the implied main idea. (3)
- b) What is the author's tone. Justify in your own words using the evidence from the text. (1+1.5)
- c) What is the author's purpose. Justify in your own words using the evidence from the text. (1+1.5)

CLO 3: Express ideas with logical and well supported arguments

Question 5. Read the following 'Case Study' and answer the questions that follow.

[15]

After working with her employer for three years, Fatima was thrilled when the managing director asked her to present on behalf of the company at a major industry conference in Southern Europe. This was a significant opportunity, and she had five weeks to prepare. She was determined not to leave things to chance, and planned to impress both the managing director and the audience.

While she confirmed with the organizers that the presentation should be in English, she ignored advice to use clear, straightforward language, assuming everyone would understand her style of communication. Instead, she used overly complex terms and industry jargon, thinking this would sound professional. Additionally, she included idiomatic expressions that puzzled the audience, many of whom were non-native English speakers.

In her enthusiasm Fatima ended up creating a chaotic and overwhelming PowerPoint. Her slides were packed with excessive text, with entire paragraphs copy-pasted onto slides, making it impossible for the audience to read and listen at the same time. She added stock photos that were visually appealing but unrelated to the content, distracting the audience. She experimented with fonts, colors, and layouts, and created a messy and unprofessional look. She even forgot to spell-check, leaving multiple typos in her slides.

Once her slides were completed, she intended to rehearse but underestimated the time needed to refine her presentation. Although she set up a video camera to record her practice but never reviewed the footage critically. She did notice she was rushing through her script but assumed the excitement of a live audience would help her slow down. This left her ill-prepared to adjust when things went wrong.

On the day of the presentation, Fatima faced additional issues: She didn't test the projector in advance, and the slides didn't display correctly. Some animations she had included would not play, and a few images failed to load. The notes she provided to the organizers did not align with the slides she presented, leaving the audience confused. When it was time to present, her lack of confidence became obvious. She read directly from her script, rarely making eye contact with the audience. She sped through some slides and stayed too long on others. Additionally, her delivery lacked enthusiasm, making it hard to hold the audience's attention. Her body language was stiff, and she fidgeted with her hair and papers, further distracting from her message.

By the end of the presentation, Fatima was flustered, and it showed. During the Q&A session, she struggled to answer questions clearly because she had not anticipated what the audience might ask. Some questions referenced gaps in her presentation, which she had not noticed due to incomplete preparation. The managing director's disappointment was evident, though he politely refrained from criticizing her publicly. At the networking event later that evening, Fatima felt awkward and avoided engaging with attendees. The managing director introduced her to a few industry figures, but it was clear he wouldn't trust her with such a responsibility again anytime soon.

- a) **What was wrong with Fatima's language use, and how can she fix it? (2+3)**
- b) **Why did Fatima's PowerPoint fail, and what improvements can she make? (2+3)**
- c) **Why was Fatima's delivery ineffective, and how can she improve her presentation skills? (2+3)**