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BOWEN UNIVERSITY, IWO
FIRST SEMESTER EXAMINATION
SESSION: 2018/2019
ENG 409: ENGLISH LANGUAGE AND THE MEDIA

TIME ALLOWED: 2 hours 15 minutes

Instruction: Answer THREE questions in all. QUESTION 1 IS COMPULSORY.

1. Using insights from multimodal discourse analysis and your knowledge of the operations of the media in the society as taught in this course, discuss the media goal and agenda in the picture below:



Former Nigerian president, Goodluck Jonathan (Extreme right), with two elderly men

2. With clear and copious illustrations, discuss the key functions of the media.
3. Why is the language of the media studied?
4. a. What is a feature or a feature article?
b. Citing relevant examples, discuss three types of features.
5. Applying the resources of systemic functional grammar, analyse the media report below:

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Muhammadu Buhari won an upset victory over Nigeria president Goodluck Jonathan this week using a catchphrase that's familiar to anyone who's paid attention to American politics over the past eight years: "change."

Buhari leveraged the same slogan used to much success by Barack Obama's 2008 presidential campaign to unseat Jonathan and his ruling People's Democratic Party, which has had its candidates occupy the presidency since Nigeria returned to democracy in 1999.

The change Buhari promised was an end to the Boko Haram insurgency that has killed thousands of Nigerians and forced over a million to flee. He campaigned on a reputation as an anti-corruption crusader, and made populist pledges such as stipends for poor people and health care for all.

Jonathan campaigned on the motto of continuity for his "Transformation Agenda," saying the growth Nigeria enjoyed during his first elected term — during which the country recalculated its GDP to become the largest economy in Africa — would continue if he could have another four years. But voters weren't convinced, and sent Jonathan packing, with about 2.5 million fewer votes than Buhari.

But when the former military general and coup leader Buhari takes office at the end of May, he'll inherit a treasury depleted by the global drop in the price of oil, Nigeria's biggest export. He will be responsible for figuring out how to put Boko Haram down for good, and what to do about the legions of people that have fled across Nigeria and over its borders. And he'll be up against an entrenched political culture in Nigeria that's allowed corruption to flourish for years. Fulfilling an election promise of change, in short, will be a lot harder than making one.

"He's going to struggle with all of the programs he'd like to deliver, honestly, in the current economic climate," said Dawn Dimowo, a Nigeria-based analyst for Africa Practice consultancy. "And I think Buhari himself recognizes this."

This was Buhari's fourth shot at the presidency, and he won by building a coalition of his hardcore supporters in Nigeria's north, where he's from, while winning states he'd previously failed to in the country's southwest and central belt. Jonathan, in turn, only won his home state and its neighbors in the Niger Delta, along with states in the southeast and a few in the middle. YahooNews (April 3, 2015).

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