

BOWEN UNIVERSITY, IWO

FACULTY OF HUMANITIES

DEPARTMENT OF ENGLISH

2019/2020 FIRST SEMESTER EXAMINATION

COURSE TITLE: LANGUAGE AND THE MEDIA

COURSE CODE: ENG 409

DATE: Friday, 31 January, 2020

TIME ALLOWED: 2 HOURS

Instruction: Answer three questions in all. Question 1 is compulsory.

1. Drawing on the principles of multimodal critical discourse analysis, analyse the text below: 30 marks



2. Using relevant examples, examine the media ideological orientations of exclusion and suppression. **20 marks**
3. How true is the assertion that English language is the global/world language? **20 marks**
4. What do you understand by “the role of language” in the media? **20 marks**
5. Newspaper headlines have distinct use of language. Discuss. **20 marks**