

BOWEN UNIVERSITY, IWO
FACULTY OF HUMANITIES
DEPARTMENT OF ENGLISH

2019/2020 FIRST SEMESTER EXAMINATION

COURSE TITLE: LANGUAGE AND THE MEDIA

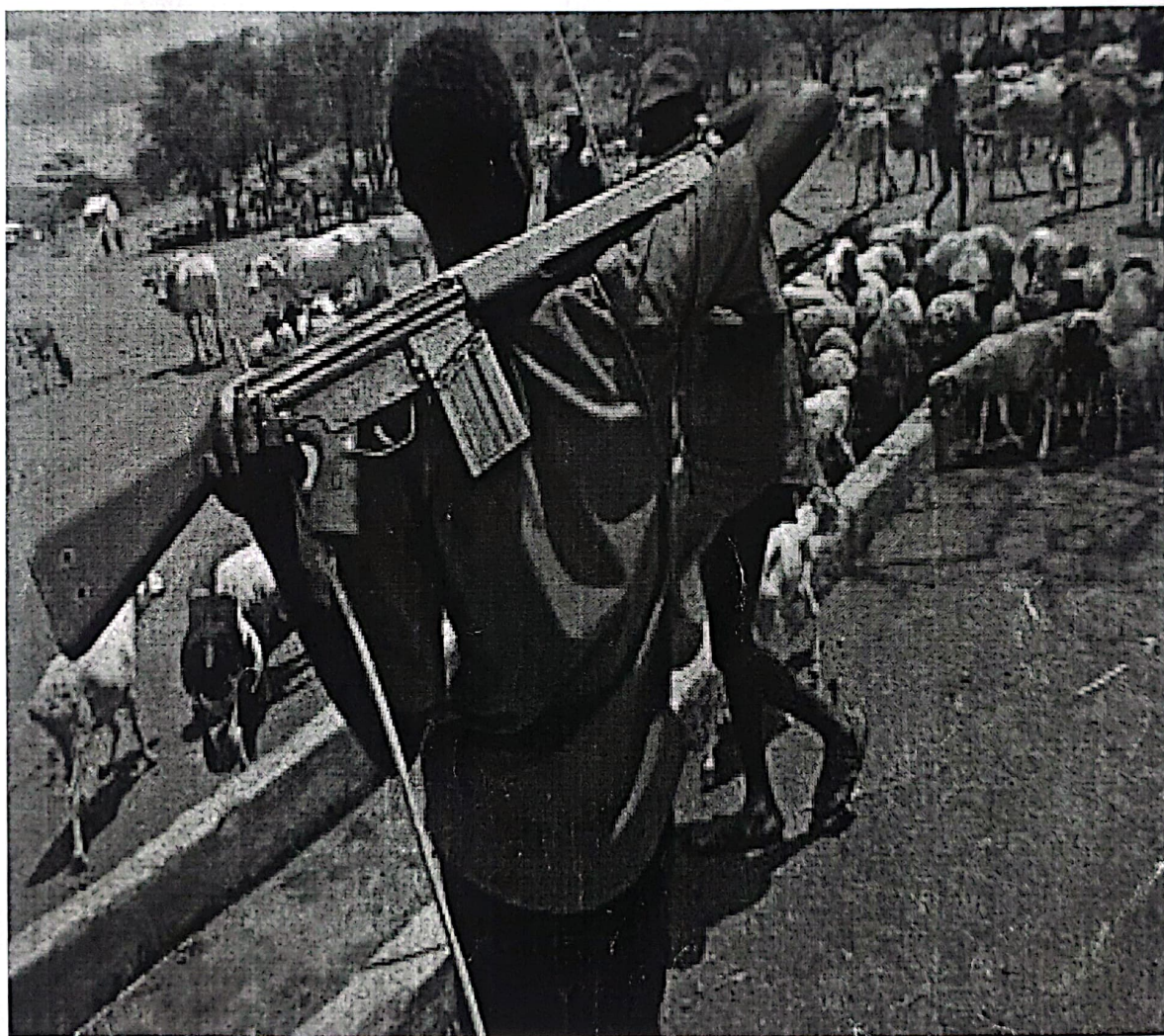
COURSE CODE: ENG 409

DATE: Friday, 31 January, 2020

TIME ALLOWED: 2HOURS

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

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