

December 2023

B.Sc (Physics/Mathematics/MAC/Life Science/Chemistry/Animations)//BCA/BCA(DS)

Semester-I

Writing Skills and the Art of Rhetoric (WSAAR) [AEC-101-N1]

Time: 3 Hours

Max. Marks:75

- Instructions:**
1. It is compulsory to answer all the questions (1.5 marks each) of Part -A in short.
 2. Answer any four questions from Part -B in detail.
 3. Different sub-parts of a question are to be attempted adjacent to each other.
 4. Draw suitable diagrams and give lucid examples; identify acts/scenes, if necessary.

PART-A**Short notes(75 words):**

- Q1 (a) Simile with example Co3 / Co4 (1.5)
 (b) What are Op-Eds? Co3/Co4 (1.5)
 (c) Brainstorming Co2 (1.5)
 (d) Metaphor with example. (1.5)
 (e) Alliteration (1.5)
 (f) Use the idiom 'break the ice' in a suitable sentence. (1.5)
 (g) Onomatopoeia (1.5)
 (h) Oxymoron (1.5)
 (i) Once bitten, twice shy. Use the proverb in a lucid sentence. (1.5)
 (j) Memes Co 3 (1.5)

PART-B

- Q2 (a) What is rhetoric? Is it useful only in public matters? What are the uses of (10)
 rhetoric? Co1, Co2
 (b) Elaborate upon the efficacy of problem-solution structures in narratives and (5)
 routine life. Co1
- Q3 (a) Discuss the five canons or pillars of rhetoric. Co2 (5)
 (b) Define and illustrate Aristotle's triangle. Draft a short persuasive speech using (10)
 the 3 proposed ingredients for an occasion of your choice-wedding/university
 event/ fund-raising event. Co2
- Q4 Discuss and illustrate Freytag's pyramid. How does it help you understand a (15)
 plot or lay out a plot of your own story. Co2
- Q5 (a) Write a feature on any topic/item of your choice- cars/ gadgets and gizmos/ (5)
 accessories/ shakes/beverages etc. (250 words) Co3
 (b) Elaborate upon the terms *antagonogoe* and *hypophora*. Illustrate with *two* (10)
 examples each. Co2
- Q6 (a) What is corporate storytelling? Create a narrative around a brand of your (10)

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choice. Co1

(b) What is a backgrounder? Discuss any recent event/ news item for which a backgrounder may be useful (Hint: Bhopal Gas Tragedy/ Soviet era etc.) Co3 (5)

Q7 What are topical issues? Express yourself on any one topical issue: (15) legislations/ on-going invasions/ sustainability/ any other (350 words). Co3

(Note: To be run through moderation, if required)

- Q1 (a) Define with example Co3/Co4 (1.5)
- (b) What are Op-Eds? Co3/Co4 (1.5)
- (c) Brainstorming Co3 (1.5)
- (d) Metaphor with example (1.5)
- (e) Alliteration (1.5)
- (f) Use the idiom 'break the ice' in a suitable sentence (1.5)
- (g) Onomatopoeia (1.5)
- (h) Oxymoron (1.5)
- Q2 (a) Define Co3 (1.5)

- Q3 (a) What is rhetoric? Is it useful only in public matters? What are the uses of rhetoric? Co3/Co4 (1.5)
- (b) Elaborate upon the efficacy of problem-solution structures in dissertative and routine life. Co3 (2)
- Q4 (a) Discuss the five canons or pillars of rhetoric. Co3 (2)
- (b) Define and illustrate Aristotle's triangle. Draft a short persuasive speech using the 3 proposed ingredients for an occasion of your choice wedding/university event/ fund-raising event. Co3 (10)
- Q5 Discuss and illustrate Freytag's pyramid. How does it help you understand a play or lay out a plot of your own story? Co3 (12)
- Q6 (a) Write a feature on any topic/area of your choice - carry budget and climax. (5) accessories/ styles/ designers are (250 words). Co3
- (b) Elaborate upon the terms punnology and hyperbole. Illustrate with two (10) examples each. Co3
- Q7 (a) What is corporate storytelling? Create a narrative around a brand of your (10)

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