

SECTION A - READING (20 MARKS)

Q1. Read the passage given below and answer the questions that follow: (8Marks)

The Camera Can Lie—Sometimes

1. Much to their annoyance, pen-pushers are routinely reminded that a picture is worth a thousand words—except that sometimes they can be wrong “words” as happened last week when Reuters was forced to withdraw more than 900 pictures taken by a freelance photographer after it was suspected that he had “doctored” two recent photographs of the Israeli-Lebanon conflict.
2. In one picture, the smoke billowing from an apartment block after an Israeli airstrike was allegedly thickened by the photographer, Adnan Hajj, to dramatise the impact of the bombardment — and in another two flares were suspected to have been added to an image of an Israeli jet in action over Lebanon.
3. The allegation of doctoring, first made by several bloggers, was confirmed by Reuters after an in-house investigation. Mr. Hajj, who had sold pictures to Reuters for more than 10 years, denied manipulating the two photographs and attributed the thick smoke in the first picture to “bad lighting” and the fact that he was “trying to remove dust marks.” As for the second, he said, “there was no problem with it — not at all.”
4. But Reuters was not convinced and said it was removing all of this pictures from its database and would not be using his service any more. “This represents a serious breach of Reuters’ standards and we shall not be accepting or using pictures taken by him,” the news agency said.
5. The idea that the camera never lies is as misleading as the notion that all statistics are meant to mislead. What the “eye” sees is not always what it looks like, thanks to the many ways in which first the camera and then the photograph can be — and is often — manipulated. Indeed, a photograph can be manipulated in more ways — and more effectively — to convey a false reality than it is possible to do through the written word. Ask any clever photographer and he will tell you the tricks camera be made to play.
6. At a seminar recently, one journalist recalled how there was a time when British photographers, covering stories about famine or floods in Third World countries, would carry teddy bears with them in order to use them as prop for pictures supposedly showing that all that was left in household, stricken by death and destruction, were children’s toys. (Source: The Hindu)

1.1 On the basis of your reading of the passage given above, answer the following questions. (1×8=8)

(a) To interest the children Teddy bears were used as:

- | | |
|-------------------|-----------------|
| (i) manipulations | (ii) props |
| (iii) conflicts | (iv) statistics |

(b) A _____ can tell us about the tricks played by camera.

- | | |
|-------------|-------------------|
| (i) picture | (ii) photographer |
|-------------|-------------------|

- (iii)reuter (iv) dramatist
- (c) The allegation of doctoring was confirmedby:
- (i) Israelis (ii) AdnanHajj
- (iii)Reuters (iv)Freelancer
- (d) The picture of the smoke rising from an apartment block inLebanon:
- (i) was actualpicture
- (ii) was manipulated by a photographer deliberately
- (iii)appeared thick in picture due to bad lighting
- (iv)all of these
- (e) As per the passage, a camera:
- (i) always gives fake pictures
- (ii) never gives fake pictures
- (iii)sometimes many give fake pictures
- (iv)none of these
- (f) British photographers left teddy bears in household, stricken by death and destruction in floods in Third World countries with a viewto:
- (i) Showing that all that was left in household were teddybears
- (ii) Showing that most of the flood victims were children.
- (iii)both (i) and (ii)
- (iv) neither (i) nor (ii)
- (g) Reuters deliberately accepted the manipulated pictures. (True/False)
- (h) The allegation of manipulating pictures was confirmedby _____

- Q2. Read the passage given below and answer the questionthatfollow: (12Marks)
1. Advertising was initially meant to make people aware of the goods available in the market. It was as simple as announcing what you have in your store or the services you offer in your premises.Overtheyears,advertisinghasevolvedintoamajorindustrythatbeyondinformingtopersuading and influencing. It is a form of brainwashingconsumers.
 2. Advertising has become a type of culture with ardent followers. In the process, it attracts enviable attention from manufacturers and service providers who fancy an edge over their competitors. Unfortunately, in keeping with the ever-increasing demands of the manufacturers, the advertisers haveresultedtocreatingunnecessarywantsandexcessconsumptioninmostofus.Thisisacraving for harmful products that we are better off without. It preys on our minds rendering uscompletely irrational. The billboards (hoardings), television and radio advertisements target us from a very earlyage,formingourviewoftheworldaswegrow.intoadults.Thebuzzwordsinadvertisingare, ‘you are cool and sophisticated’, if you use this or thatproduct.
 3. The notion that the media is primarily in place to give us news is not very true. If the truth may be told, the media is there to gather enough audience, package them into a pricey commodity and sell it to the advertisers. The advertisers, on the other hand, are always on the lookout for a target audience to persuade them that this product of service is better than that of thecompetitor.
 4. Advertising does influence people. Most of the advertisements are filled with images that equate emotional well-being with material acquisition and associate independence and leisure with consumption of alcohol. Advertising also makes people lavish their on products rather than real people,therebydestroyinghumanrelationships.Wehavebecometrappedinthewebofadvertising where products like brands of beer and cigarette take over our minds, doing away with our core family values.
 5. When you look critically at most of the advertisements on the television, you will discover how persuasive the advertisers are in deciding for us what, when, how much and why to buy. But most people think that they are not influenced by advertisements. This is precisely what theadvertisers

want us to think, that in the end 'the people decide'. If you think deeply, nobody in this profit-minded sense will pay so much money to make a thirty second advertisement, which might not be seen by a hundred people, leave alone convince them to buy. How we strike a healthy balance between the two will definitely have a direct bearing on the future of our country.

2.1. On the basis of your reading of the passage, answer the following questions in about 30-40 words each.

(2 × 4=8)

- (a) What was the purpose of advertising?
- (b) How do advertisements make us irrational?
- (c) How does advertising affect us?
- (d) What do you discover when you look at advertising critically?

2.2. On the basis of your reading of the above passage, answer the following:

(1 × 4= 4)

(a) The synonym of 'strong desire' as given in para 2 is _____

(i) desperate (ii) wish

(iii) craving (iv) urge

(b) The synonym of 'exactly' as given in para 5 is _____.

(c) The antonym of 'contradicted' as given in para 3 is _____.

(i) allegation (ii) confirmed

(iii) manipulating (iv) attributed

(d) The antonym of 'harmony' as given in para 1 is _____