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FINAL EXAMINATION
NOVEMBER 2022

COURSE TITLE	**ENGLISH 2**
COURSE CODE	**FENG0124**
DATE/DAY	**13 FEBRUARY 2023 / MONDAY**
TIME/DURATION	**02:30 PM - 05:30 PM / 03 Hour(s) 00 Minute(s)**

INSTRUCTIONS TO CANDIDATES :

1. Please read the instruction under each section carefully.
2. Candidates are reminded not to bring into examination hall/room any form of written materials or electronic gadget except for stationery that is permitted by the Invigilator.
3. Students who are caught breaching the Examination Rules and Regulation will be charged with an academic dishonesty and if found guilty of the offence, the maximum penalty is expulsion from the University.

(This Question Paper consists of **16** Printed Pages including front page)

DO NOT OPEN THE QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO

V   For example: cookie consent pop-ups. Websites will tell you that their sites use cookies and then ask you to "accept" them, usually by clicking on a big, prominent, brightly coloured icon. But if you want to refuse the cookies, you'll have to search for and click through to a menu of settings and disable them manually. Most people don't have the time or desire to do this for every single website they visit, if they even understand what's being requested in the first place. Companies whose revenue relies heavily on user data don't want to make it easy for those users to refuse to provide it.   35

VI   Harry Brignull coined the term "dark patterns" in 2010 and has been keeping tabs on them ever since. Dark patterns existed in the physical world long before the internet came along. Yet it has made dark patterns so much more pervasive and powerful. Websites can refine their methods using the very specific feedback their visitors provide, optimizing their manipulation at a scale that the physical world could never in its wildest dreams achieve.   40   45

VII   "I think the internet has made it easier to industrialize the way in which we persuade and, in turn, manipulate and deceive each other," Brignull said.

VIII   For years, dark patterns have been tricking internet users into giving up their data, money, and time. But they may not be able to do that for much longer. There's now a growing movement to ban dark patterns, and that may well lead to consumer protection laws and action. However, the law isn't so clear-cut when it comes to privacy, data, and consent.   50

IX   It's hard to know what's an actionable deceptive act or practice when there's no privacy law in the first place. Additionally, it's hard for consumers to know what they're giving away unintentionally or how it might be used against them when it all happens behind the scenes.   55

X   "With privacy, it's quite difficult to think through and understand what the long-term implications are for you. You're constantly leaking information about yourself to data brokers, and you don't really know how they're using it to market to you," Brignull said.   60

XI   Due to this, Brignull and a growing number of advocates, regulators, and lawmakers feel that legislation is necessary to stop these dark patterns so consumers can use the internet without constantly being manipulated into spending money, signing up for services they don't need, or giving up their data.   65

XII   "Regulation works," Brignull said. "It can really turn the internet into somewhere that's nice to be instead of like a complete Wild West environment. And we need it."

(Adapted from 'Dark patterns, the tricks websites use to make you say yes, explained',
Vox)

Reading Passage 2   **(20 Marks)**

I   In late October, football fans across Indonesia roared from their living rooms   1
as rivals Chelsea and Manchester United clashed in the English Premier
League. They were watching through the Jakarta-based streaming service
Vidio — the only way to access the high-stakes match.

II   If you're not a sports fanatic, Vidio has you covered, too. Not with global   5
blockbuster TV series like House of the Dragon or Succession, but with
hyperlocal, Bahasa Indonesia-language escapism. Viewers have been
tuning in by the millions to 'My Ice Girl', a light-hearted crime drama where
two high-school outsiders — played by homegrown, up-and-coming stars —
are thrown together to solve the mysterious death of one of their siblings. (It's   10
adapted from a hit local novel on Wattpad, a popular source for material.)

III   Vidio is succeeding where foreign competitors like Netflix and Disney+ have
stumbled in Indonesia — by developing an acute sense for what Indonesians
want to watch. Despite earlier being considered an underdog, it is now the
fastest-growing streaming service in a country of 270 million, and the biggest   15
in terms of active users with about 60 million viewers per month. In the
second quarter of this year, it snatched the number one spot for over-the-top
(OTT) streaming platforms across all of Southeast Asia, according to
consultancy Media Partners Asia, both in new subscriber growth and
popularity of original content.   20

IV   Interviews with industry players, including Vidio's CEO, suggest that the
company's success lies in commissioning dozens of extremely localised,
original shows a year, and ramping up sports programming. The company's
growth has begun to draw media attention overseas, but even they are aware
that their success is tenuous: The U.S. streaming giants have much deeper   25
pockets, and can offer their creators a global platform.

V   "Whatever works in other countries might not necessarily be 100%
[replicated] here," Sutanto Hartono, Vidio's CEO, said.

VI   "We have to ask ourselves — not now, but five to 10 years down the road —
how can we still survive, and hopefully, even dominate the market, with the   30
fact that these are our competitors?" he said.

VII   In the region, "in terms of engagement, Vidio leads," said Vivek Couto, co-
founder of consultancy Media Partners Asia. "And in terms of revenues, it's
Netflix [first] and then Vidio."

VIII   Just a few years ago, Vidio was a small, YouTube-like creators' platform, with   35
daily views hovering in the single digits. In 2018, they secured broadcasting
rights for that year's Asian Games — an unusual decision because,
historically, Indonesians have never had an appetite for multi-sport events.

*Questions **11** to **20** are based on Reading Passage 2.*

Answer the questions in **NO MORE THAN FOUR (4) WORDS AND/OR A NUMBER.**

11. What genres of shows are offered by Vidio?

12. What is the Indonesian drama 'My Ice Girl' adapted from?

13. How many people are estimated to use Vidio's service each month?

14. In which category did Vidio become the first across all OTT streaming platforms in Southeast Asia?

15. What is Vidio's success attributed to?

16. According to the co-founder of consultancy Media Partners Asia, who is leading in terms of revenue?

17. What did Vidio begin as?

18. What changed Vidio's approach and business model?

19. What was constantly the most popular type of content Indonesians enjoyed, according to data Hartono collected?

20. What is among Vidio's potential next steps?

XI   Johnsy lay, scarcely making a ripple under the bedclothes, with her face toward the window. Sue stopped whistling, thinking she was asleep.

XII   She arranged her board and began a pen-and-ink drawing to illustrate a magazine story. Young artists must pave their way to Art by drawing   40 pictures for magazine stories that young authors write to pave their way to Literature.

XIII   As Sue was sketching a pair of elegant horseshow riding trousers and a monocle on the figure of the hero, an Idaho cowboy, she heard a low sound, several times repeated. She went quickly to the bedside.   45

XIV   Johnsy's eyes were wide open. She was looking out the window and counting—counting backward.

XV   "Twelve," she said, and a little later "eleven;" and then "ten," and "nine;" and then "eight" and "seven," almost together.

XVI   Sue looked carefully out the window. What was there to count? There was   50 only a bare, dreary yard to be seen, and the blank side of the brick house twenty feet away. An old, old ivy vine, gnarled and decayed at the roots, climbed half way up the brick wall. The cold breath of autumn had stricken its leaves from the vine until its skeleton branches clung, almost bare, to the crumbling bricks.   55

XVII   "What is it, dear?" asked Sue.

XVIII   "Six," said Johnsy, in almost a whisper. "They're falling faster now. Three days ago there were almost a hundred. It made my head ache to count them. But now it's easy. There goes another one. There are only five left now."   60

XIX   "Five what, dear. Tell your Sudie."

XX   "Leaves. On the ivy vine. When the last one falls I must go, too. I've known that for three days. Didn't the doctor tell you?"

XXI   "Oh, I never heard of such nonsense," complained Sue, with magnificent scorn. "What do old ivy leaves have to do with your getting well? And you   65 used to love that vine so, you naughty girl. Don't be a goosey. Why, the doctor told me this morning that your chances for getting well real soon were—let's see exactly what he said—he said the chances were ten to one! So try to take some broth now, and let Sudie go back to her drawing, so she can sell it to the editor man, and buy port wine for her sick child, and   70 pork chops for her greedy self."

(Adapted from 'The Last Leaf, by O. Henry)

28. *After the doctor had gone Sue went into the workroom and cried a napkin to a pulp. Then she swaggered into Johnsy's room with her drawing board, whistling cheerfully.* (para. X)

(2 marks)

29. *Why, the doctor told me this morning that your chances for getting well real soon were—let's see exactly what he said—he said the chances were ten to one!* (para XXI)

(3 marks)

2. The following reference list contains errors. Rewrite the list to follow the standard APA format. Indicate italics using an underline instead. (10 Marks)

REFERENCES

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2.   **Title**: The relationship between hours of sleep, screen time and frequency of food and drink consumption in Spain in the 2011 and 2013 ALADINO: a cross-sectional study

Abstract:

The frequency of intake of food and beverages depends on a number of ill-defined behaviour patterns. The objectives of this study were to evaluate the effects of screen time and sleep duration on food consumption frequency, and to describe frequencies and types of food consumption according to BMI category and parents' level of education. We studied 6287 and 2806 children drawn from the 2011 and 2013 cross-sectional ALADINO studies respectively. Data were collected on number of hours of sleep, screen time, and weekly frequency of consumption of 17 food groups. Weight status was measured, and information was also collected on parents' educational level. Average food consumption frequencies were calculated by reference to hours of sleep and hours of screen time, and were defined as ≥ 4 times or <4 times per week (once per week for soft drinks and diet soft drinks). Differences in frequency were evaluated for screen times of more and less than 2 h per day, and for sleep durations longer or shorter than the daily average. We fitted logistic regression models to evaluate the independent association between screen exposure and hours of sleep on the one hand, and food consumption frequency on the other. Consumption of fruit and vegetables was lower among children who had parents with no formal or only primary school education. High levels of screen time were associated with a greater frequency of consumption of energy-dense, micronutrient-poor products and a lower frequency of consumption of fruit and vegetables. Sleeping a sufficient number of hours was associated with a higher consumption of fruit and vegetables. The results for 2011 were concordant with those for 2013. If efforts to ensure healthier eating habits among children are to be at all successful, they should focus on promoting a sufficient amount of sleep for children, limiting the time they spend watching television and/or playing with computers or video games, and educating parents accordingly.

a.   What is the study about?   (1 mark)

b.   What methods were used?   (3 marks)

c.   What were the results?   (2 marks)

d.   What conclusion or recommendations did the author(s) make?   (2 marks)