

ÉPREUVE ÉCRITE D'ANGLAIS

31 mai 2021 9h30 – 12h

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Recommandations importantes : *Laisser une marge suffisante*
Écrire lisiblement et à l'encre
Prendre le temps de se relire

Attention : veuillez sélectionner le sujet correspondant à votre enseignant de P3 et à votre niveau

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<u>Ideology in TV Series: Daivy BABEL</u>	B2/C1 463cANG01/02
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Please answer **ONE** of the essay questions. (500 words +/- 10%)

Whichever question you choose to answer, your essay should be structured, reflect on both form and content and show perspective vis-à-vis both the intradiegetic and extradiegetic levels – and of course the links between the two. You should make detailed reference to some of the various approaches studied in class (narrative structure, editing, script, acting, camera [physical and metaphorical viewpoints, various types of shots], direction, cast, props, lighting, sound, set, costumes, production, staging, genre, viewers' implication, serial and episodic points of view...).

1. How can a show be both fascinating yet ideologically (sometimes highly) debatable?
2. Reflexive TV Series. To what extent can series hold up a mirror to society? Feel free to use examples from TV series such as: *The Big Bang Theory*, *Body of Proof*, *Game of Thrones*, *Dexter*, *Breaking Bad*, *Lucifer*, & others breaking the fourth wall (*House of Cards*, *Modern Family*, *Parks and Recreation*...)

<u>International presentations for maximum impact: Trevor BOYLE</u>	C2 483zANG
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Prepare a presentation on ONE of the two subjects below.

Whichever of the two subjects you choose, you have two tasks to complete:

Your first task is to produce 5 slides/screens. The layout of each screen should correspond to the template (Card 02) in the card deck I gave you at the beginning of the course. (Field 1: Title / Field 2: Key Information / Field 3: Conclusion / Key message / Takeaway). Simplify the contents as much as possible.

Your second task is to write the text of the presentation speech you would make to the audience to accompany the screens. Try and include some of the micro-oratorical techniques we have seen and used during the course to facilitate key message retention (e.g. tricolons, *contrastive pairs*, *hyperbaton* (changing the word order), *parataxis* (short sentences at the end)).

This presentation text should be 600 words long.

Subjects:

1. Current affairs: Choose three news items which are very present in the media at the moment. Your goal is to give a balanced, objective presentation of the issues before giving your own opinion. The idea is to help the audience develop a clear vision of the situation in question and of related facts to enable them to form their own, more informed opinions.

OR

2. A company start-up: Present an innovative idea for a product or service as a basis for creating a company. You should describe the product or service core. Where relevant, you should add details of how it will be packaged, distributed, advertised and promoted. You should also include a characteristic/benefit sheet. The objective is to persuade the audience to buy or try it.

<u>Behind Bars: Laura BEYER</u>	B2/C1 463sANG
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Please answer **ONE** of the following essay topics below and write a well-structured essay of approximately 500 words (+/- 10%). In either essay you will include precise vocabulary, collocations and idioms seen in class and draw upon the materials studied. In either essay, you will also use the four/five-paragraph essay format: one introductory paragraph, two or three body paragraphs with support and development, and one concluding paragraph.

1. 'He who opens a school door, closes a prison.' - Victor Hugo. Discuss.

OR

2. Counterfeit goods: a bargain or a costly mistake? Discuss.

<u>Crime and Punishment: Laura BEYER</u>	B2/C1 463jANG
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Please answer **ONE** of the following essay topics below and write a well-structured essay of approximately 500 words (+/- 10%). In either essay you will include precise vocabulary, collocations and idioms seen in class and draw upon the materials studied. In either essay, you will also use the four/five-paragraph essay format: one introductory paragraph, two or three body paragraphs with support and development, and one concluding paragraph.

1. 'He who opens a school door, closes a prison.' - Victor Hugo. Discuss.

or

2. Counterfeit goods: a bargain or a costly mistake? Discuss.

<u>Wildlife and Biodiversity: Laura LANGLOIS</u>	B2/C1 463fANG
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Please answer **ONE** of the following questions:

1. If rhinos are endangered, so what? Does it really matter if a few species become extinct?
Please comment on this in a well-structured essay (500 words +/- 10%)
2. "The fuel for evolution is diversity, with natural selection leading to continuous adaptations and improvements in Nature's handiwork." (Frances Arnold, scientist)
Explain this quote and give examples. (500 words +/- 10%)

<u>Africa, the Bright Continent: Laura LANGLOIS</u>	B2/C1 463vANG
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Please answer **ONE** of the following questions:

1. There have been many calls for the restitution of African art and artefacts from Western museums. Estimates suggest that 80-90% of sub-Saharan Africa's cultural heritage is currently held outside the continent as a result of conquest, plunder, theft, and colonisation, as well as legitimate trade and exchange. These objects are of great artistic, cultural, religious, sacred and economic value.

Comment on the importance of such restitution and how these demands fit into a wider call to reform attitudes to Africa, as well as Africans' own sense of identity. (500 words +/- 10%)

2. The portrayal of Africa as one single entity, the "dark continent", a place where its people suffer unending conflict, corrupt dictators, desperate poverty and disease, is not so much a portrayal as a betrayal, a largely inaccurate and unhelpful stereotype. From articles you have read, films and documentaries you have seen and class presentations, discuss Africa's diversity with examples of challenges and successes. (500 words +/- 10%)

<u>Beyond the Human in Literature and the Arts B2C1: Sarah BOUTTIER</u>	B2/C1 463rANG
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Please answer **ONE** of the following questions:

1. How has the idea of man's superiority (over religion, over nature, over other creatures, over machines, etc.) been challenged since the Renaissance? Please justify your answer using the course material and your own cultural knowledge. (500 words +/- 10%)
2. What is it like to be a nonhuman animal, a plant, or a robot? Imagine you are a nonhuman being in a given situation. Both the nonhuman being and the given situation must be made clear early in the text. How do you perceive and react to your environment? What are your thoughts? Your narrative must have a beginning and an end. (500 words +/- 10%)

<u>Beyond the Human in Literature and the Arts C1C2: Sarah BOUTTIER</u>	C1/C2 483pANG
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Please answer **ONE** of the following questions:

1. How has the idea of man's superiority (over religion, over nature, over other creatures, over machines, etc.) been challenged since the Renaissance? Please justify your answer using the course material and your own cultural knowledge. (600 words +/- 10%)
2. What is it like to be a nonhuman animal, a plant, or a robot? Imagine you are a nonhuman being in a given situation. Both the nonhuman being and the given situation must be made clear early in the text. How do you perceive and react to your environment? What are your thoughts? Your narrative must have a beginning and an end. (600 words +/- 10%)

<u>Tutoring: Sarah BOUTTIER</u>	C2 493ANG
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Please choose **ONE** of the following topics

- Write a 600-word (+/- 10%), well-structured essay on the book you have selected, answering both of the following questions:
 - What did you expect from this book when choosing it, and how did it answer your expectations? Identify two or three key points (topics, style, narration, historical context, etc.) that drew your attention.
 - How could it be used in a teaching context? You may talk about the type of English, certain passages, or the general issues at stake. If you have used it with your tutees, do refer to your experience.
Make sure you are as specific as possible and give examples to illustrate your claims whenever possible.
- Write a dialogue involving a tutor and one or more tutees during a session. The book you have chosen must be at the heart of the teaching activity you are developing here. The dialogue may be invented, or a recollection of a real one. If invented, it must, however, be as close as possible to the kind of dialogue you would have had with your tutees. (Minimum 500 words)

<u>Americana: Dwayne CANNON</u>	B2/C1 463gANG
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Select **one** of the following options. Compose an essay of 500 thoughtfully-chosen words (+/- 10%). Please write *neatly, clearly, legibly*.

Option 1. How do myths contribute to building a sense of national identity? Is myth-making necessary? Is it desirable? In a diverse, 21st-century culture that emphasizes individualism, personal choice, and identity politics, is it possible to maintain a set of unifying national myths? Is it possible to have a consensual *Roman national* in a modern, liberal democracy?

Unpack terms such as “myth” and “nation,” then explore one or more of the questions above. Be sure to 1) show that you have understood the concept(s) you wish to elaborate on; 2) construct a text that is sound in terms of spelling, grammar, structure, and clarity; and last – but not least! – 3) write a text that is *personal* (i.e. thoughtful, original, that goes beyond clichés or the first degree, and/or is related somehow to your own experience). Once again, you are encouraged to approach the material subjectively.

Option 2. In class we looked at a number of mythic constructions in American culture, including the West, the American university, Hollywood cinema, and American music. We also looked at general themes such as race, identity politics, and cultural hierarchy among others. Explore the role popular culture plays in mediating these phenomena. You may need to unpack terms like “myth,” “Americana” or “popular culture.”

In any and all cases, be sure to 1) show that you have understood the concept(s) you wish to elaborate on; 2) construct a text that is sound in terms of spelling, grammar, structure, and clarity; and last – but not least! – 3) write a text that is *personal* (i.e. thoughtful, original, that goes beyond clichés or the first degree, and/or is related somehow to your own experience). Once again, you are encouraged to approach the material subjectively.

Select **one** of the following options, *opus 1* or *opus 2*. Compose an essay of 600 thoughtfully-chosen words (+/- 10%). Please write *neatly, clearly, legibly*.

Opus 1. In his 1946 essay “New Music, Outmoded Music, Style and Idea” composer Arnold Schoenberg states:

“No one should give in to limitations other than those which are due to the limits of his talent. No violinist would play, even occasionally, with the wrong intonation to please lower musical tastes, no tight-rope walker would take steps in the wrong direction only for pleasure or for popular appeal, no chess master would make moves everyone could anticipate just to be agreeable (and thus allow his opponent to win), no mathematician would invent something new in mathematics just to flatter the masses who do not possess the specific mathematical way of thinking, and in the same manner, no artist, no poet, no philosopher and no musician whose thinking occurs in the highest sphere would degenerate into vulgarity in order to comply with a slogan such as ‘Art for All’. Because if it is art, it is not for all, and if it is for all, it is not art.”

Unpack Schoenberg’s formula “*If it is art, it is not for all, and if it is for all, it is not art*” and discuss whether and why you agree or disagree. You may choose to relate it to one or more of the concepts/names in the word banks at the bottom of the page. In any and all cases, be sure to 1) show that you have understood the concept(s) you wish to elaborate on; 2) construct a text that is sound in terms of spelling, grammar, structure, and clarity; and last – but not least! – 3) write a text that is *personal* (i.e., thoughtful, original, that goes beyond clichés or the first degree, and/or is related somehow to your own experience). Once again, you are encouraged to approach the material subjectively.

Opus 2. This class was structured around three cultural concepts: German “*Kulturkritik*”, French *avant-garde*, and American mass popular culture. Explore what these concepts mean to you as well as how they intersect by relating them to your own personal experience involving music. Alternately you may wish to relate them to another art form (such as the visual arts, cinema, dance, literature, comics, etc.) or even to the field of science, math, or engineering.

In any and all cases, be sure to 1) show that you have understood the concept(s) you wish to elaborate on; 2) construct a text that is sound in terms of spelling, grammar, structure, and clarity; and last – but not least! – 3) write a text that is *personal* (i.e. thoughtful, original, that goes beyond clichés or the first degree, and/or is related somehow to your own experience). Once again, you are encouraged to approach the material subjectively.

Concept Bank: Ideology of genius – Art vs. craft – Canons – *Gesamtkunstwerk* – *Werktreue* – Romanticism/modernism/postmodernism – Written vs. oral tradition – Music as object and activity – Bourgeois vs. Bohemian – Concert etiquette and practice – The culture industry – Swing jazz vs. Bebop – Kant/Schopenhauer/Adorno

Composer Bank: Beethoven – Rossini – Liszt – Wagner – Debussy – Schoenberg – Gershwin – Stravinsky – Florence Price – Thelonious Monk – John Cage – Stockhausen – Philip Glass – Camille Pépin

<u>Philosophy: Meghann CASSIDY</u>	C2 483vANG
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Choose **ONE** of the two essay questions and provide a 600-word (+/- 10%) response.

- 1) Describe one thought experiment we discussed this trimester. Include the hypotheses it entertained and the principles or arguments it purported to demonstrate. Discuss why you did or did not feel this thought experiment was successful. You may include a critique or appraisal of the use of the term 'thought experiment' itself – are hypothetical scenarios sometimes a hindrance to philosophical inquiry?

- 2) At the outset of this course, we discussed the various tasks of philosophy: it can be descriptive, prescriptive, (linguistically) therapeutic, pharmaceutical (a remedy for suffering) or creative. Which of these tasks appears to be the most relevant as you go forward in your own practice of philosophy? Why? Provide a persuasive argument for how today's thinkers and actors should engage with philosophy. Include references to ideas or writers encountered this trimester.

<u>Political Literature: Meghann CASSIDY</u>	C1/C2 483oANG
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Choose **ONE** of the two topics and provide a response of approximately 600 words (+/-10%).

- 1) How would you define the word "political"? Did the literature or theory studied throughout the course change your understanding of what it means for a piece of literature, or art in general, to be political? Provide a persuasive argument for your definition and include references to the course material – historical documents, theory, fiction, etc.

- 2) Write a text (dialogue, story, allegory, play) beginning with or including the lines below. You should include at least **one** narrative technique (the way the writer presents or orders the chain of events) and **one** figure of speech (alliteration, anaphora, metaphor), borrowing from the authors we've read this trimester, if you wish.
You do not need to know who wrote the following lines, nor do you need to recreate his/her story. We are simply using the words to build our own work.

"Strange Prophecies anew! She wrote – 'The key is in the window, the key is in the sunlight at the window – I have the key – Get married Allen don't take drugs – the key is in the bars, in the sunlight in the window.

Love, [...]'

From "Kaddish", by A.G.

DO NOT INCLUDE THE CITATION AS PART OF YOUR WORD COUNT. YOU DO NOT NEED TO COPY THE ENTIRE CITATION ON YOUR TEST PAPER. YOU MAY SIMPLY WRITE: "Strange Prophecies anew... Love,"

Anglophone Theatre: Declan MC CAVANA	B2/C1 463bANG
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Please answer **ONE** of the following questions in (500 words +/- 10%):

1. Compare and contrast two of the extracts examined in class this year paying particular attention to how you would direct them and to the difficulties posed by the on-line format.
2. "Theatre is the art form of the present: it exists only in the present, and then it's gone." – Simon McBurney. Comment.

Anthropology of Star Trek and Beyond B2C1: Shukti CHAUDHURI-BRILL	B2/C1 463mANG
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Please answer **ONE** of the following questions:

1. The Star Trek franchise has become a global cultural phenomenon for many reasons. Discuss some of these reasons in a well-structured essay (500 words +/- 10%)

Your discussion should refer to the social and historical context in which Star Trek emerged, and you should discuss the influence it has had on American (and global) culture and society. You should draw upon class discussions, give examples from specific episodes, and you can make comparisons with other examples from science fiction novels or films, where relevant. **Include in your discussion at least one concept from anthropology that was discussed in class.**

OR

2. Many of the storylines in Star Trek deal with questions of identity. Describe and discuss the concept of identity from an anthropological perspective, using examples from Star Trek to illustrate your points (500 words +/- 10%).

In your essay you should: 1) discuss the different kinds of identity that anthropologists are interested in studying and that are explored through the Star Trek universe; 2) you should refer to specific examples from different episodes and make connections to contemporary social issues; and 3) you may make connections, where relevant, to other science fiction stories or films that deal with similar issues.

Please answer **ONE** of the following questions:

1. Please describe and comment on the following Star Trek TNG episode (*Justice*, Season 1, Episode 8) in a well-structured essay (600 words +/- 10%).

In this episode, the crew of the Starship Enterprise are confronted with a dilemma when they encounter the Edo, the inhabitants of an idyllic planet, who receive them with hospitality and warmth but who then condemn Wesley to death for what seems to be a minor accident, committed without intent to harm. Each side—Starfleet and Edo—argue that their respective system of justice reflects a higher degree of moral evolution.

In your discussion comment on the concept of moral evolution, making connections to anthropological ideas about human cultural evolution; refer to the Prime Directive in the context of the dilemma faced by the crew in this episode; discuss the concept of ethnocentrism as it relates to events described in this episode; and present your personal opinion on whether Picard was justified in his actions to save Wesley's life.

OR

2. Discuss the concept of linguistic relativity, also known as the Sapir-Whorf hypothesis, in a well-structured essay (600 words +/- 10%).

You should explain the hypothesis, and what is meant by the weak and strong version; you should discuss it in the context of relevant episodes of Star Trek and/or other science fiction scenarios; and you should present your own opinion on whether you agree with either version of the hypothesis, drawing on examples from your own experiences in any language in order to support your position.

Please complete **ONE** of the following written tasks below.

1. Using the various material studied in and out of class and in view of what you have learnt during the course (from 1770 to present-day Australia), what do *you* think of the photo below and what do *you* think it says about Australia today? Don't forget to use the protest signs (black, yellow and red, the colours of the Australian Aboriginal Flag, have been used on both) and texts to help you formulate your answer. Ensure you read over your work before handing it in and please write on every second line. (500 words +/- 10%)



“Each year the tensions spill over*, rendering Australia Day / Invasion Day / Survival Day a protest as much as a celebration. But there is a quiet process underway, aimed at achieving substantive recognition of the First Nations that has so far eluded Australia. January 26 is as much about protest as it is about BBQs and a public holiday”.

Photo: James Ross / AAP (**Source:** <https://newsroom.unsw.edu.au/news/general/toxicity-swirls-around-january-26-we-can-change-nation-voice-parliament> 25 JANUARY 2021)

* ‘spill over’ means to start in one area and then affect other areas’

OR

2. Choose 4 topics that really struck you from those studied in and out of class and write about them. If choosing to write about political and / or historical topics, you should be able to refer to specific dates, places and events when developing the topics and include key names and concepts when necessary. Given that the required length of this written piece is 500 words +/- 10%, I would suggest you write approx. 125 words per topic. Ensure you read over your work before handing it in and please write on every second line. (500 words +/- 10%)

<p><u>English for the Digital and Information Technology Industries: Patrick MASON</u></p>	<p>B2/C1 463tANG</p>
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Please answer **ONE** of the following questions:

- 1) The Internet of Things (IoT) and OPPORTUNITIES FOR TELCOS: Study the information provided in the two texts and two graphs below and write a well-structured report/synthesis. Your work should combine and highlight the main points raised in one coherent text (500 words +/- 10%):**

Article 1: Adapted from “Turning Data into Insights: How Digitization Creates New Opportunities for the Telecommunications Industry”, www.digitalistmag.com

The Internet of Things (IoT) revolution is creating an enormous volume of data for the telecommunications industry (telcos). Data gathered from in-store beacons, environmental sensors, and mobile devices have the potential to create value in new, unprecedented ways. Now telcos must determine the best way to analyze and monetize this data. The new business models telcos develop must balance the need for data privacy with the need to identify granular insights that improve customer experience. Stephan Gatien, global head of the Telecommunications Industry Business Unit at SAP, recently shared his insights on IoT data analysis on the S.M.A.C. Talk Technology Podcast. Consumers are shifting to apps like WhatsApp, Facebook Messenger, Snapchat, and Instagram rather than calling and texting. “That’s the big issue for telco providers,” says Stephan Gatien. “Their core services – text, voice, and data – are actually evaporating. The big challenge in this industry is to determine how to offset the loss of revenue coming from text, voice, and data to a certain extent. This has led to two major trends. First, companies are focused inward on their customer experience. They need to retain their most valuable customers. Secondly, telcos are looking outward. They’re considering how they can monetize the enormous volume of IoT data currently in their possession. The telecommunications industry has access to a staggering amount of data but the telco industry still needs the ability to quickly analyze this data and then to monetize customer behavior insights gleaned from this analysis and build real business value. “The explosion of data, whether it’s on the subscriber side, all of us in our digital lives, or whether it’s on the business side where large organizations will rely increasingly on beacons in stores, on sensors to drive their processes, will create terabytes of data, petabytes actually,” says Gatien. “The opportunity is huge to find a way through both faster computing capabilities and smarter analysis, including data science, to monetize this data in a meaningful way.” The Internet of Things has the power to turn endpoint things into actionable things. But without a system for analyzing this data, the data’s value is limited. To fully realize IoT data potential, telecommunication companies need powerful analytics processing and machine learning. For example, telcos could use IoT data to better understand consumer usage patterns. Predictive analytics could help telcos better manage changing network usage patterns. This could reduce the likelihood of a major outage when data demands surge, such as during major sporting events such as the Super Bowl. Telcos could also use it for predictive maintenance and minimize revenue lost to service disruption. To succeed, telcos must choose a business model that will address data privacy concerns while delivering actionable insights that benefit both consumers and companies. Telcos that use their data to deliver exceptional value will benefit from both new revenue streams and greater customer loyalty.

Article 2: Adapted from “Telecom Opportunities: How to Monetize IoT”, Ronald Van Loon, <https://www.datasciencecentral.com/profiles/blogs/telecom-opportunities-how-to-monetize-iot>.

Around 96% of Telco’s income is generated through traditional telecom services. However, these risk becoming obsolete in a few years. IoT makes a very small portion of the income for Telecom companies today. It is essential for Telcos that they find ways to monetize their IoT services. It is quite complex to

determine what services they can offer in the shift towards an IoT ecosystem. Telcos can perform real-time analytics on the data stored in subscriber data management systems. This can allow them to improve their operational efficiency. Data analytics will allow businesses to create new opportunities by enhancing their KPI monitoring and improving their target offering based on customer insights. Some key opportunities are: smart cities, smart homes, smart cars and IoT based agriculture. One area that is easy to identify is network connectivity. 5G is starting to be deployed and it will provide not only a faster network but also the very low delays necessary for many of the IoT use cases.

Figure 1 - VoIP minutes = telephone traffic routed by Telcos over an IP network (Not OTT). TDM (Time Division Multiplexed) = traffic on a traditional Telco network (before VoIP)

International Call Volumes and Growth Rates, 1995-2015

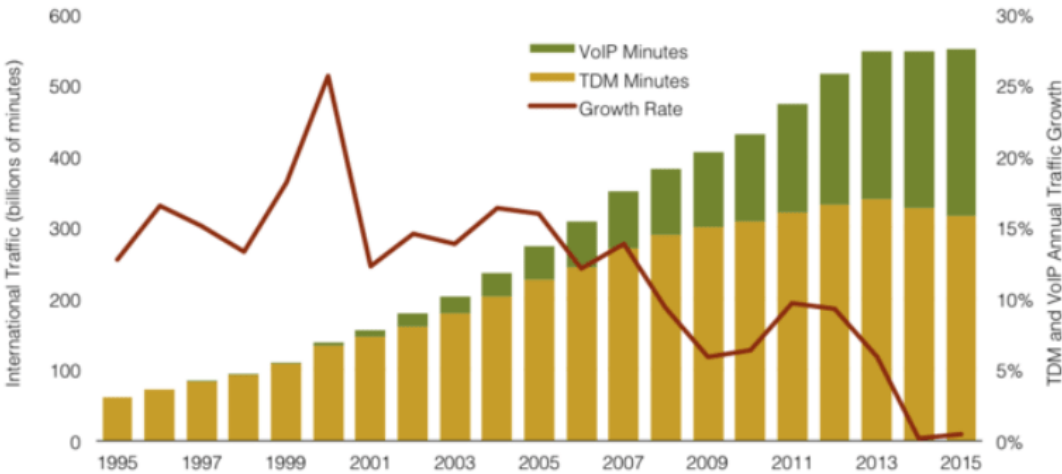
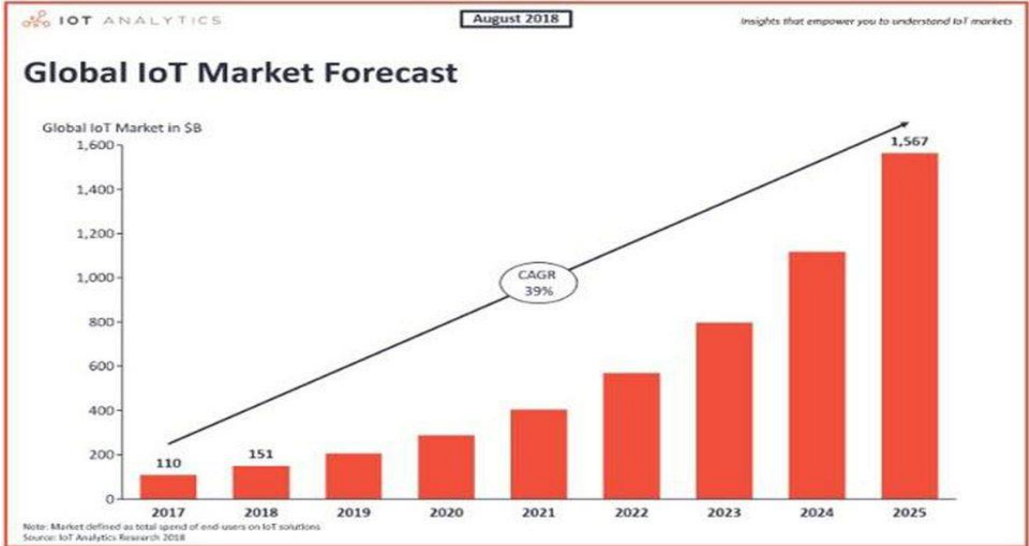


Figure 2 - CAGR = Compound/Cumulative Annual Growth Rate. Sums are in billions of dollars.



OR

2) BIG TECH AND THE ENVIRONMENT: Using the information in the article below and the work done in class, write a well-structured essay to discuss whether the “Big Tech” industry is doing enough to lower its carbon footprint. You may choose a discursive format where you expose the facts, or an augmentative format, where you take a position and defend it. (500 words +/- 10%):

Adapted from “Can Big Tech Save the Planet? Maybe Not, But It Won’t Be For Lack of Trying”. Jerry Bowles, September 21, 2021 <https://diginomica.com>

California is burning. Hurricane watchers have exhausted the list of people names for hurricanes and have moved on to the Greek alphabet with two months to go in the season. There are flood warnings for the Charleston area, SC where I live. The most encouraging signs are that business leaders are looking beyond the current crisis and announcements from the tech industry appear to go beyond the usual public relations aspirational into the realm of concrete and practical.

Last week, Amazon named the first recipients of capital from a \$2 billion venture fund called The Climate Pledge Fund that it rolled out in June to help companies develop climate friendly technologies across a number of industries, including transportation, energy generation, battery storage, manufacturing and food and agriculture.

The goal, the company said, is to help Amazon and other companies reach a goal of "net zero" carbon emissions by 2040. Amazon's Climate Pledge Fund co-lead the initiative with Breakthrough Energy Ventures (BEV) and the investment syndicate includes Microsoft, BDC Capital, 2150, Thistledown Foundation, Taronga Group, and GreenSoil Investments.

Meanwhile, Google announced last week that it intends to run all of its data centers and corporate campuses around the world on 100% carbon-free power by 2030. Last September, Google announced a 1.6-gigawatt package of renewable power deals in the U.S., South America and Europe that the tech giant called the "biggest corporate purchase of renewable energy in history."

On September 15, Facebook pledged to slash greenhouse gases and purchase enough renewable energy and offsets to cancel out carbon dioxide emissions from its global operations this year. The company also pledged to reach "net zero" carbon emissions by 2030.

Apple announced in July that it intended to become carbon neutral across its entire business, manufacturing supply chain, and product life cycle by 2030. The company is already carbon neutral today for its global corporate operations.

Microsoft kicked off this year with a pledge in January to be carbon negative, and by 2050 to remove from the environment all the carbon the company has emitted either directly or by electrical consumption since it was founded in 1975. The company also launched an initiative to use Microsoft technology to help its suppliers and customers around the world reduce their own carbon footprints and a new \$1 billion climate innovation fund to accelerate the global development of carbon reduction, capture, and removal technologies. In a real life test of that notion, Microsoft is partnering with British Petroleum (which, apparently, now insists on being called "bp" instead of "BP") to help the oil giant cut its emissions while supplying renewable energy for the tech giant as it evolves away from oil.

Please answer **ONE** of the following questions: **(600 words, +/- 10%)**

1. Advertisers used to promote brands by associating them with aspirational qualities. Is this no longer true, or have their methods simply become subtler? Discuss with reference to the course.

OR

2. Discuss in what ways guerrilla advertising differs from traditional forms of advertising and why it is considered more effective today. Use the two examples below to illustrate your answer.



<u>Business Communication: Alexis PETRIDES</u>	C1/C2 483aANG
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Please answer **ONE** of the following questions:

1. As an innovation consultant, your role is to advise companies as to how they can stay ahead of the curve. A market-leading personal computer manufacturer has called for your help. The CEO is concerned that, although the company is currently at its peak, there is a risk of not anticipating future developments, and therefore losing touch with customers. Write an email to the CEO with your advice (500 words).

2. You are preparing for an interview for a highly competitive internship opportunity at a leading company in the energy sector. The specific role is Account Manager and has three main responsibilities:
 - Renew customer contracts
 - Frequently update the customer as to the latest market developments
 - Solve any problems that may come up

Write your answer to the question, 'What are your strengths?' (500 words).

<u>No Planet B: Alexis PETRIDES</u>	C1/C2 483iANG
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Please answer **ONE** of the following questions:

1. You are the CEO of a well-known travel company. There have been significant conversations going on within the senior management team about growing interest in ecotourism. The main enquiries from customers have been about offsetting the emissions from their plane ride.

Write your suggestions outlining the pros and cons of a potential change in strategy (500 words)

2. Taking into account the IPBES report on biodiversity, discuss the conservation efforts of an endangered species (500 words)

Choose one of the two questions and write a well-structured answer (600 words +/- 10%)

1. How relevant is the following statement in the context of illegal immigration?

“For me, the simple nature of their small rebellion, its daftness in the face of sophisticated immigration laws, is just the kind of spirit that we need to challenge the faceless, laughterless powers in the world.” (Ruwanthie de Chickera, scriptwriter, *Machan*).

Please justify your answer. You may refer to any of the material used in class as well as to your own research. The quality of your arguments and style of writing will be taken into account.

(The film *Machan* is based on the true story of the “not-so-true” handball team from Sri Lanka that “disappeared” in Germany after losing all of their matches.)

2. Read the extract below and answer the question.

"Why have you come here, Maryam Mazar?" Farnoosh asked, watching from the corner of her eye, her chador clutched at her chin as the hillside grew ahead of them.

'You tried to ask me that the other night.' Maryam slipped the stone in her pocket. 'I suppose it's become harder to be so far away from where I grew up. The older I am, the more shallow my roots have felt in England. There I have no one to share stories with, or to remember. In London, I'm surrounded by people who know this country only through their news, a cartoon of Iran. It can be lonely.'

'I'll be dead and maybe never have seen Isfahan, let alone Mecca or London,' Farnoosh replied. 'I could die here and have no stories.'

'But here you have your family,' Maryam replied.

'You think that's enough? When you leave yours behind? Please don't patronise me.'"

The Saffron Kitchen, Yasmin Crowther (2006)

In this extract from a novel (The Saffron Kitchen), Maryam has returned on a holiday to Iran from London, where she now lives.

Comment on the extract: Which dilemma is best captured in this extract? How does it relate to class discussions on migration and identity?

The quality of your arguments and style of writing will be taken into account.

<u>Literature and Cinema of the Fantastic: Christopher L. ROBINSON</u>	C1/C2 483IANG
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In his well-known definition of the genre, the late Tzvetan Todorov distinguishes the **fantastic** from the marvellous and the uncanny. The marvellous is about the supernatural or magical world, as in fairy tales. The uncanny involves events and characters that may be violent, bizarre, out of the ordinary, and yet are entirely natural, as in detective stories. With the fantastic a reader hesitates as to whether the events that take place in a story are supernatural or natural. This hesitation need not apply to the entire story. In *Cat People*, for example, the stalking scenes in the park or swimming pool fit Todorov's definition very well—even if, in the end, we see that Irena is indeed a cat woman and thus a supernatural being.

Assignment: write a 600-word (+/- 10%) text on ONE of the two following topics.

- I. Do you *agree* or *disagree* with Todorov's argument? Give an example of a story, novel or film that produced a hesitation while you were reading or watching it. Describe the details that made you waver between a natural and a supernatural explanation. Did the author or director sustain your hesitation to the very end? If you disagree, explain why and provide one or more counter-examples that support your own conclusions.
- II. Write a piece of flash fiction inspired by Todorov's definition of the fantastic.

<u>Science Fiction: Christopher L. ROBINSON</u>	C1/C2 483KANG
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What is science fiction? This question has been a subject of debate for nearly a hundred years now. One of the most influential definitions is that given by Darko Suvin. What distinguishes science fiction from both realism and fantasy, he claims, is the effect of **cognitive estrangement**. To produce this effect several conditions must be satisfied:

- 1) The world of the narrative must resemble the empirical universe as we know it; i.e., it should follow the laws of physics, not magic or some other underlying principle of reality.
- 2) Some novel element must be introduced into this world: a new technology, social condition, biological or psychological alteration, etc.
 - a. This "novum" must be inspired by scientific theory and be scientifically plausible, if not altogether possible according to science as we know it today.
 - b. The novum should be no mere gadget or gimmick that crops up in the story, but rather the organizing principle of the entire narrative, including its plot, settings, characters, and discourse.
- 3) The narrative should challenge the scientific, social or political *status quo* of the time and place in which it was written (e.g., the UK in the 1890s, the USA in the 1950s); its aim is to open up the reader to new and non-conformist ways of thinking about humanity and the world in which he or she lives.

Assignment: write a 600-word (+/- 10%) text on ONE of the two following topics.

- I. Do you *agree* or *disagree* with Suvin's argument? Give an example of a story, novel or film that meets these conditions and produces an effect of cognitive estrangement in the reader or viewer. In your analysis, give specific details that illustrate each of the conditions. Conclude with an explanation of how the text or film challenges our current way(s) of thinking. If you disagree, explain why. Be specific about the specific conditions you object to. Give counter-examples of SF that support your own definition of what the genre is or should be.
- II. Write a piece of flash fiction that creates a sense of cognitive estrangement.

<u>Comics: Fabienne ROBINSON</u>	B2/C1 463dANG 463aANG
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Please answer **ONE** of the following questions (500 words +/- 10%)

1. Comment on this quote, and illustrate your own viewpoint with precise examples:

'A hero only appears as heroic as the challenge he or she must overcome. Great heroes require great villains: without criminals, Batman has nobody to hit and Superman's a flying rescue worker searching for people to save from wrecks and natural disasters. Without supercriminals, the world's finest heroes seem like overpowered brutes nabbing thugs unworthy of them. Through myths, legends and lore across time, we have needed heroes who rise to the occasion, overcome great odds and take down giants.' Dr. Travis Langley, PhD, Superherologist.

(OR)

2. **MARVEL IS LOOKING FOR CONTRIBUTORS!**

Write a storyboard for an episode of a superhero story from the following prompt:

'She looked at the computer monitor. The screen had turned a bright shade of green.'

Your storyboard will be a developed text, including dialogues. You may use already-existing characters or come up with your own hero(ine) and villains. In the latter case, specify their characteristic features (costumes, superpowers, etc.).

Illustration(s) will be a bonus!

<u>Speeches: Fabienne ROBINSON</u>	B2/C1 463oANG
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Please answer **ONE** of the following questions (500 words +/- 10%)

1. **Talking About Your Generation: speak up for GenZ!**

Write a 500-word speech on what you consider to be Generation Z's most crucial issue. Rhetorical devices required, references rewarded!

'Stage directions' for the delivery of the speech (rhythm, pauses, emphasis, word stresses, etc.) will be a bonus.

(OR)

2. **Poet Laureate Amanda Gorman** at Joe Biden’s presidential inauguration: analyse the contents, references and strategies of the first part of her address, and comment on its overall effect.

*When day comes we ask ourselves, where can we find light in this never-ending shade?
 The loss we carry, a sea we must wade
 We've braved the belly of the beast
 We've learned that quiet isn't always peace
 And the norms and notions of what just is
 Isn't always just-ice
 And yet the dawn is ours before we knew it
 Somehow we do it
 Somehow we've weathered and witnessed a nation that isn't broken but simply unfinished
 We the successors of a country and a time
 Where a skinny Black girl descended from slaves and raised by a single mother can dream of
 becoming president only to find herself reciting for one
 And yes we are far from polished far from pristine but that doesn't mean we are striving to
 form a union that is perfect
 We are striving to forge a union with purpose
 To compose a country committed to all cultures, colors, characters and conditions of man
 And so we lift our gazes not to what stands between us but what stands before us
 We close the divide because we know, to put our future first, we must first put our differences
 aside
 We lay down our arms so we can reach out our arms to one another
 We seek harm to none and harmony for all
 Let the globe, if nothing else, say this is true:
 That even as we grieved, we grew
 That even as we hurt, we hoped
 That even as we tired, we tried
 That we'll forever be tied together, victorious
 Not because we will never again know defeat but because we will never again sow division
 (...)*

Finance – Life the Universe and Everything: James SIMPSON	C2 483mANG
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Please choose **ONE** of the following topics to write a well-structured essay (600 words +/- 10%).

1. What does the following text (an edited extract from a newspaper article) tell us about the subject of **crashes, bubbles, fraud and financial scandals** that we have discussed? Drawing on your knowledge and reading, comment on the article. Briefly explain some of the technical vocabulary, and explore the similarities and differences between this episode and the events that were presented in class. Are we living in the “*Golden Age of Fraud*” (Jim CHANOS)?

“Will Chinese Education Company GSX-TECHEDU Survive Allegations of Fraud?”

GSX Techedu, a Beijing-based education company, claims to be the “leading” provider of online classes for kindergarten to 12th grade students. In the summer of 2019, the five-year-old company held its IPO on the New York Stock Exchange at a near \$3 billion valuation. Their shares have since grown tenfold, a pace comparable only to the most successful U.S. tech giants. They are now a \$24 billion company, with the CEO Larry Chen among the top 200 richest people in the world.

But beneath the veneer of this success story is a company shrouded in mystery and controversy. From February to May of last year, a legion of short selling investment firms released reports decrying GSX Techedu as near total fraud. Conducted independently of each other, with different methodologies, the short sellers reached broadly the same conclusion: GSX was inflating student enrolment numbers with bots, conjuring made-up teachers, and off-loading costs to unknown subsidiaries. The company, in their view, had fabricated up to 90% of its revenues. “The numbers are just too good to be true,” Sigmund Eggert of Grizzly Research told *the Wall Street Journal* in October.

Unflattering details continue to surface. *Sup China* reviewed interviews with current GSX employees conducted by *StrandPoint*, a private investment firm. There was one consistent theme: the company was inflating its metrics across a variety of different business operations. One employee outlined a process by which tutors were made to concoct fake parents to present a livelier discussion on WeChat groups. Another employee admitted that online sales sagged last year relative to their competitors, despite the record-breaking top-line numbers presented in their financial reports. One top tutor was especially curt: “99% of tutor resumes are fake” he said.

The uncertain future of GSX should not shock investors. The companies are products of poor incentive structures, including auditing quality, which has long saddled Chinese companies. The Chinese Communist Party classifies financial papers from its supposedly private companies as “state secrets,” which blocks U.S. regulators such as the U.S. Public Company Accounting Oversight Body (PCAOB) from access. According to the SEC, there are 224 U.S.-listed companies located in countries that prevent full PCAOB inspections, totalling \$1.8 trillion in market value. The country with the largest share is China.

Adapted from <https://supchina.com/2021/03/02/will-chinese-education-company-gsx-techedu-survive-allegations-of-fraud/>

2. We have studied the development of **ESG (Environmental, Social, and Governance)** compliant investing as a response to climate change and the problematic of infinite growth in a world of finite resources. Based on your work and reading in this area, explain the advantages and limits of ESG both as a corporate mantra and an investment strategy. Consider in particular the financial and technological innovations in the transport and energy sectors that are being made to comply with ESG metrics.

California Dreaming: Jeffrey SWARTWOOD	C1/C2 483hANG
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As historian Kevin Starr succinctly puts it in his work *Inventing the Dream*, “The Californian Dream *is* the American Dream.”

In this course, we’ve looked at Californian history, culture, politics and economics from various perspectives and tried to develop the theme of California Dreaming. Today you’ll consider those subjects when answering **one** of the two following questions in an essay of **600 words** (+/- 10%). Please write clearly and neatly, and remember to double-check your spelling and grammar.

Question 1: Is Kevin Starr’s statement still valid? Carefully choose your position and develop your answer using concrete examples whenever possible.

Question 2: What is your California Dream? It’s been interesting to listen to your impressions of California – your song choices, your schooling questions, your general ideas. To answer this question, describe your ideal California experience – travelling, studying, working, or simply dreaming.

<u>Crossing Borders: Jeffrey SWARTWOOD</u>	B2/C1 463IANG
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Please address **one** of the two following topics in a **500-word** essay (+/- 10%). Thank you for writing clearly and neatly, and please remember to double-check your spelling and grammar.

Respond to **ONE** of the following prompts:

Topic 1: As we have seen in class, borders can be national, linguistic, cultural, environmental, etc., and they affect us in different ways. What, in your opinion, is the most significant border in the world today? Your response can be geopolitical or cultural in nature. Carefully develop your answer using specific examples to justify your position.

Topic 2: Choose a border crossing scene from a film, a text, or a song and carefully analyse it. Pay attention to the details – where it takes place and who is involved, of course, but especially what exactly makes that crossing significant. You must reference your source (title, author/film maker).

<u>US Politics B2C1: Duncan THOM</u>	B2/C1 463nANG
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Please answer **ONE** of the following questions:

- A secret service agent has just delivered this letter to you:
Dear trusted US Politics expert,
Do you think my administration should go big and bold or instead seek bipartisanship? Do you think it's a better strategy to court the liberal base or to woo the moderates? What policy areas and goals do you think we Democrats should prioritize? I want a strong first and second term.
Thanks for your advice!
Your new friend, Joe

Your reply should be a well-structured letter (500 words +/- 10%). Refer to a broad range of policy areas and include references to political history (1932-2020) to bolster your arguments. Start with '*Dear Joe,*'.
- You are the Senate minority leader. You're soon to have a closed-doors strategy meeting with the young wolves (and old guard) of your party. Write a well-structured speech (500 words +/- 10%) outlining how you think conservatives can win back as much power as possible at every level. Be politically cunning and unscrupulous! You see dangers ahead but also opportunities. State which issues you think the party's campaign should focus on / avoid and why, as well as other aspects of your electoral strategy. You should include some references to political history (1932-2020) to bolster your arguments. Start your speech with '*My fellow Republicans,*'.

Please answer **ONE** of the following questions:

1. A secret service agent has just delivered this letter to you:

Dear trusted US Politics expert,

Do you think my administration should go big and bold or instead seek bipartisanship? Do you think it's a better strategy to court the liberal base or to woo the moderates? What policy areas and goals do you think we Democrats should prioritize? I want a strong first and second term.

Thanks for your advice!

Your new friend, Joe

Your reply should be a well-structured letter (600 words +/- 10%). Refer to a broad range of policy areas and include references to political history (1932-2020) to bolster your arguments. Start with '*Dear Joe,*'.

2. You are the Senate minority leader. You're soon to have a closed-doors strategy meeting with the young wolves (and old guard) of your party. Write a well-structured speech (600 words +/- 10%) outlining how you think conservatives can win back as much power as possible at every level. Be politically cunning and unscrupulous! You see dangers ahead but also opportunities. State which issues you think the party's campaign should focus on / avoid and why, as well as other aspects of your electoral strategy. You should include some references to political history (1932-2020) to bolster your arguments. Start your speech with '*My fellow Republicans,*'.

Please answer **both parts** of **ONE** of the following questions:

Question 1**a) Essay:**

What are the advantages and disadvantages of globalisation, and do you think that globalisation is a good thing, or not? (250 words +/-10%)

b) Email:

You found out that something you purchased in a store does not work/is not as it should be. You have decided to send a diplomatic email to the manager of the store. (150 words +/-10%)

In your email, you will say:

- why you are unhappy with the purchase;
- what you expect from him/her;
- what you will do if he/she does not get back to you.

OR

Question 2**a) Pitch:**

You have a fantastic business/startup idea but need financial help. Write a pitch to sell your idea to different venture capitalists, in the hope of securing financial aid. Include at least three arguments. (250 words +/-10%)

b) Email:

You found out that something you purchased in a store does not work/is not as it should be. You have decided to send a diplomatic email to the manager of the store. (150 words +/-10%)

In your email, you will say:

- why you are unhappy with the purchase;
- what you expect from him/her;
- what you will do if he/she does not get back to you.

Choose any **ONE** of the following questions:

1. Read the article “Covid-19 Fueling Anti-Asian Racism and Xenophobia Worldwide” and write a **short report** using the apt subtitles. (500 words +/- 10%)

Covid-19 Fueling Anti-Asian Racism and Xenophobia Worldwide

New York, 12 May 2020, Human Rights Watch

Governments should take urgent steps to prevent racist and xenophobic violence and discrimination linked to the Covid-19 pandemic while prosecuting racial attacks against Asians and people of Asian descent, Human Rights Watch said today. On May 8, 2020, United Nations Secretary-General Antonio Guterres said that “the pandemic continues to unleash a tsunami of hate and xenophobia, scapegoating and scare-mongering” and urged governments to “act now to strengthen the immunity of our societies against the virus of hate.”

Government leaders and senior officials in some instances have directly or indirectly encouraged hate crimes, racism, or xenophobia by using anti-Chinese rhetoric. Several political parties and groups, including in the United States, United Kingdom, Italy, Spain, Greece, France, and Germany have also latched onto the Covid-19 crisis to advance anti-immigrant, white supremacist, ultra-nationalist, anti-semitic, and xenophobic conspiracy theories that demonize refugees, foreigners, prominent individuals, and political leaders.

The UN committee responsible for monitoring compliance with the International Convention on the Elimination of All Forms of Racial Discrimination, which 182 countries have ratified, has recommended that governments adopt “national action plans against racial discrimination.” Plans should lay out specific approaches to combat racism and discrimination, from enhanced policing of hate crimes to public messaging and education programming encouraging tolerance. Governments need to take urgent action to adopt new action plans to address the wave of Covid-19 racism and xenophobia.

Since the outbreak of the pandemic, Asians and people of Asian descent have been targets of derogatory language in media reports and statements by politicians as well as on social media platforms, where hate speech related to Covid-19 also appears to have spread extensively. US President Donald Trump’s use of the term “Chinese virus” and Secretary of State Mike Pompeo’s use of “Wuhan virus” may have encouraged the use of hate speech in the US. Although by late March Trump stepped back from using the term and issued a tweet in support of “our Asian-American community,” he has not directed any specific governmental response toward protecting Asians and people of Asian descent.

The governor of the Veneto region of Italy, an early epicentre of the pandemic, told journalists in February that the country would be better than China in handling the virus due to Italians’ “culturally strong attention to hygiene, washing hands, taking showers, whereas we have all seen the Chinese eating mice alive.” He later apologized. Brazil’s education minister ridiculed Chinese people in a tweet suggesting that the pandemic was part of the Chinese government’s “plan for world domination.”

Increases in racist rhetoric have coincided with increases in racist attacks. Since February, Asians and people of Asian descent around the world have been subjected to attacks and beatings, violent bullying, threats, racist abuse, and discrimination that appear linked to the pandemic.

In Italy, the civil society group Lunaria since February has collected over 50 reports and media accounts of assaults, verbal harassment, bullying, and discrimination against people of Asian descent. Human rights and other groups in France, Australia, and Russia have also told Human Rights Watch of Covid-19-related attacks and harassment of people of Asian descent.

In the UK, Asian people have been punched in the face and taunted, accused of spreading coronavirus. Two women attacked Chinese students in Australia, punching and kicking one and yelling

“Go back to China” and “you fucking immigrants.” Two men attacked a Chinese-American in Spain and beat him so badly that he was in a coma for two days. A man with a knife attacked a Burmese family in Texas.

In Africa, there have been reports of discrimination and attacks on Asian people accused of carrying coronavirus, as well as foreigners generally, including in Kenya, Ethiopia, and South Africa. In Brazil, the media have reported harassment and shunning of people of Asian descent.

In some instances, governments have imposed strict lockdowns that indiscriminately affect only foreign workers without providing adequate health care, financial assistance, or other services that many workers now need to survive. In early May, the Malaysian authorities carried out mass raids to detain refugees and migrant workers, suggesting without basis that the migrant community and Rohingya refugees were responsible for the spread of Covid-19.

Across the Middle East, persistent racist rhetoric in public discourse against foreign workers intensified after several Covid-19 outbreaks occurred in densely populated segregated areas for foreign workers, most of whom are Asian. Discrimination against Chinese people has also been reported in South Korea, Japan, and Indonesia.

Discrimination hasn't been limited to Asians or people of Asian descent. In India and Sri Lanka, where leaders have done little to stop rising anti-Muslim discrimination in recent years, many apparent Covid-19-related cases of attacks and discrimination against Muslims have been reported. In Myanmar, ultra-nationalist leaders have used the pandemic to justify threats and hate speech against Muslims.

In early April 2020, Chinese authorities in the southern city of Guangzhou, Guangdong province, which has China's largest African community, began a campaign to forcibly test Africans for the coronavirus, and ordered them to self-isolate or to quarantine in designated hotels. Landlords then evicted African residents, forcing many to sleep on the street, and hotels, shops, and restaurants refused African customers. Other foreign groups have generally not been subjected to similar treatment.

“Repeatedly and publicly condemning racism is an important part of any government's response to the coronavirus,” Sifton said. “Governments also need to adopt special public education initiatives, strengthen policing of hate crimes, and offer support to communities victimized by discrimination and racially motivated attacks. “Social media companies have a responsibility to protect users against hateful and xenophobic content on their platforms and should invest adequate resources to addressing it and mitigating its harm.”

OR

2. Write an **essay** on the movement Black Lives Matter. How has it changed the world? (500 words +/- 10%)

Choose any **ONE** of the following Questions:

Question 1: Read the article “5 Famous trademark cases for businesses to learn from” and write a short report using the apt subtitles. (600 words +/- 10%)

5 Famous trademark cases for businesses to learn from

<https://www.legalwiz.in>

It takes more than merely some money to create a brand. And one of the most fundamental backbones for any brand is its trademark. Businesses often opt for trademark registration to protect the brand in the domestic circuit. Although, there are other ways to avail international protection through Madrid Protocol and International Trademark Association. Many brands run a great risk of infringement when they go out in the open market as minor negligence in being vigilant can cost millions and also the reputation.

The best way for brands to learn is from others in the market who are proactive and standing up from time to time to protect their brand. Here are some trademark infringement cases that businesses can learn much from.

1. Yahoo! Inc. v. Akash Arora & Anr

Perhaps the first of the landmark judgment on cyber-squatting in India. It was for the first time that the Delhi High Court held a registered domain name equivalent to the trademark giving it the entitled, equal protection. The defendant, in this case, was ‘Yahoo India!’ for protecting their domain name. Now, this was identical and even phonetically similar to the plaintiff’s trademark ‘Yahoo!’. The court believed that people will be deceived into thinking that both the domain will carry the same source. Here, the defendant was of an argument that it has put a notice, stating the same, on the website. Though, the court didn’t approve the disclaimer to be sufficient since the nature of the internet is such that it is difficult to rectify the domain name simply by putting up a disclaimer. Also, Yahoo! was quite renowned even globally and the court observed that ‘Yahoo India’ of the defendants is almost similar except that it uses the suffix ‘India’. The concern of deception was large and since Yahoo! was the Plaintiff, the injunction was done in their favor.

2. Academy Awards v. GoDaddy

Another cyber-squatting issue where the Academy Awards was headed up against the domain retailer GoDaddy. It was a battle that lasted for five years. Initially, in 2010, it was filed by Academy alleging GoDaddy’s decision to let customers buy “confusingly” similar domain names like 2011Oscars.com, etc. It claimed on allowing individuals to pass on the profits who wanted to “park” on these domains and claimed a part of revenue. Initially, the Academy demonstrated to the court that there were 57 domains sold by GoDaddy that were termed as ‘potentially confusing’. But, in the end, the judge ruled that GoDaddy had no “requisite bad faith intent to profit” from their domain sales. The legal battle between these two big brands lasted 5 years and was deemed as an expensive affair. While this legal battle was undoubtedly expensive, it went in favor of the cybersquatting space and GoDaddy came out clean. You can also avoid such lawsuits just like how in GoDaddy’s case you cannot expect a third-party to “police” your branded trademark.

3. The Coca Cola Company v. Bisleri International Pvt. Ltd.

In this case, Bisleri was the defendant by a master agreement having transfer and assign the trademark rights for MAAZA. It also gave away the formulation rights, IPR, and know-how along with

the goodwill for India for bottling and selling a mango fruit drink – MAAZA to Coca Cola. Now, the defendant company applied for trademark registration for the word MAAZA in Turkey and begin exporting the same fruit drink under the given name. The plaintiff, Coca Cola claimed a permanent injunction and infringement damages for passing off and trademark since it was given to them by a defender, Bisleri.

In the end, the interim injunction was held up against Bisleri for using the trademark MAAZA in India even putting it up for export which was a clear case of trademark infringement.

4. Louis Vuitton v. Louis Vuiton Dak

Trademark cases are not only fought for the same business domain. This case of Louis Vuitton v Louis Vuiton Dak is an example of one such infringement case. The Louis Vuiton Dak is a South Korean fried chicken restaurant that lost the battle against the clothing designer Louis Vuitton. The court ruled the case in designer's favor, concluding that a restaurant's name – Louis Vuiton Dak is too similar to the brand name Louis Vuitton. Also, the logo and packaging of the restaurant were resembling very much to the designer's iconic imagery. The restaurant then changed its name to LOUISVUI TONDAK for which it was again fined with another \$14.5 million fine for non-compliance. Therefore, if you are a business, ensure keeping a safe distance to the well-known brand's identity and try not to mirror them.

5. Zara Food v Zara Fashion

Another case of food industry vs fashion for the brand name – Zara. It is a renowned fashion brand having major operations across the world found a restaurant operating in Delhi under the same name. It is highly possible that any consumer would confuse one for the other and take into consideration that the restaurant was started by the fashion brand. And this what Delhi High Court ruled out. Zara had a presence in India since 2010 when it opened its first store through a joint venture and has also applied for a few trademarks in India. The restaurant was forced to change its name and now it operates under the name of Tapas Bar.

Every business must understand the severity of such trademark laws and how it can hamper the company's growth. It is best to hire business professional services operating in legal space to ensure protection against such futuristic compliance issues. Most of the trademark infringement cases take into consideration the proof of prior use even if the trademark is not registered. Therefore, it is important to keep your trademark use in pamphlets, newspapers ads, etc. handy in case you are required to fight a legal battle.

OR

Question 2: The American rap group, 2 Live Crew composed a song called "Pretty Woman," a parody based on Roy Orbison's rock ballad, "Oh, Pretty Woman." The group's manager asked Acuff-Rose Music if they could get a license to use Orbison's tune for the ballad to be used as a parody. Acuff-Rose Music refused to grant the band a license but 2 Live Crew nonetheless produced and released the parody. Write an **essay** on whether their parody could qualify as fair use or not. (600 words +/- 10%)

