**ROYAL CIVIL SERVICE COMMISSION**

**BHUTAN CIVIL SERVICE EXAMINATION (BCSE) 2014**

**EXAMINATION CATEGORY: GENERAL**

**PAPER II: ENGLISH LANGUAGE & GENERAL KNOWLEDGE**

**Date** : 11 October 2014

**Total Marks** : 100

**Examination time** : 3 hours

**Reading time** : 15 Minutes (Prior to examination time)

**GENERAL INSTRUCTIONS**

1. Write your Registration Number clearly and correctly in the Answer Booklet.
2. The first 15 minutes are to check the number of pages, printing errors, clarify doubts and to read the instructions in the Question Paper. You are NOT permitted to write during this time.
3. The Question Paper consists of **10 pages** including this page. It is divided into TWO parts – namely Part I and PART II as follows:

* PART I has two sections: Section A: Case Study

Section B: Topical Discussion

* PART II has two sections: Section C: Subjective Questions

Section D: Objective Questions

1. **Section (A) under Part I and Section (D) under Part II are compulsory.**
2. Specific instructions are provided for each section separately. Read the instructions carefully and answer the questions.
3. All answers should be written with correct numbering of Section and Question Number in the Answer Booklet provided to you. Note that any answer written without indicating any or correct Section and Question Number will NOT be evaluated. No marks would be awarded for such mistake.
4. Begin each section in a fresh page of the Answer Booklet.
5. It is not permitted to tear off any sheet(s) of the Answer Booklet as well as the Question Paper.
6. Use of any other paper including paper for rough work is not permitted.
7. You are required to hand over the Answer Booklet to the Invigilator before leaving the examination hall.

**GOOD LUCK**

**PART I**

**SECTION A: Case Study (40 Marks)**

**Read the article below and answer ALL FOUR questions that follow. All the questions carry 10 marks each.**

**Ideologies in the News: How Powerful Ideas Become Common Sense**

A “[dominant ideology](http://en.wikipedia.org/wiki/Dominant_ideology)” is a way of looking at and understanding the social world that reflects the perspectives of the rich and powerful. British sociologist [John B. Thompson](http://en.wikipedia.org/wiki/John_Thompson_(sociologist)) aptly describes ideology as “meaning in the service of power.”

Because dominant ideologies are meaning-laden events, social scientists have developed approaches to studying them that are highly attuned to the details of discourse and the interpretation of texts—that is, how ordinary people make sense of these symbolic events in everyday life.

Today media scholars have uncovered four essential ways to research ideologies-as-texts and how they pervade our background understandings, practical reasoning and generally accepted truths—“what everybody knows to be the case”.

First, the [political economy](http://en.wikipedia.org/wiki/Political_economy) of news organizations greatly shapes the “angle” of news contents. As more and more media sources become in the hands of fewer and fewer massive corporations and conglomerates, this has greatly impacted what becomes news and the perspective taken on recent occurrences. In his 2004 book *The New Media Monopoly* , UC-Berkeley media critic [Ben Bagdikian](http://en.wikipedia.org/wiki/Ben_Bagdikian) documents the corporatization of news organizations.

The “[propaganda model](http://en.wikipedia.org/wiki/Propaganda_model)” of Edward S. Herman and Noam Chomsky posits that because mainstream media outlets are large corporations or part of conglomerates, the news that is presented is biased with respect to these interests. Consider how Westinghouse or General Electrics have extensive financial interests in numerous economic sectors and how these interests might shape their reporting. If you think that there is no censorship of news articles by American corporate media, check out the yearly list of the 25 most important news article censored by the press and collected by [Project Censored](http://www.projectcensored.org/) at Sonoma State University.

The second way media scholars research how dominant ideologies become common sense is through close observation of the work routines of professional journalists. [Ethnographers](http://en.wikipedia.org/wiki/Ethnography) such as Gaye Tuchman and Mark Fishman have gone under cover to examine the specific occupational practices of news workers in the everyday work lives.

For example, many news departments have specified “beats” in which official bureaucratic information from various “trustworthy” official sources provides the basis for the news. A crime beat depends upon information provided by law enforcement agencies, which typically already has a law-and-order spin to it.

Or consider the routine journalistic practice of seeking to balance opposing viewpoints in the news by giving equal space to divergent ideas, thereby achieving “objectivity.” In the case of news concerning climate change, this resulted in Americans believing that there was no widespread consensus among climate scientists, when, in fact there is.

A third way media scholars have investigated ideology in the news is by studying the language of news stories as found on television, in traditional newspapers, or in online news reports. Ideologies are often subtly inserted into news stories in nuanced ways.

Scholars, such as [Dutch discourse analyst Teun van Dijk](http://www.discourses.org/), have examined the details of talk and text in news stories, including the use of narrative structure, lexical choices, metaphors and rhetoric. At each point in the news story, these scholars ask Why that now? Why this descriptive term and now some other? What this verb and not some other?

Detailed analysis of the words, images and sounds contained in published and broadcast news stories highlights how the persuasive use of language and symbols is used by journalists to achieve specific ends, namely to advance the perspective of rich and powerful players.

The sequential unfolding of any particular story necessitates that some elements are included and others are excluded. The choices about what to incorporate always involve a point of view. The assemblage of words used to describe people, places and activities equally represent strategic choices, as things could always have been presented otherwise. Persuasive rhetorical flourishes, emotional appeals, and misleading logic are as much a part of modern journalism as they were of ancient Roman oratory.

For example, [in studying the word choices](http://doingmodernity.blogspot.com/2012/05/wayne-mellingers-newz-from-hood.html) involved in news stories about the “gang problem” in the *Los Angeles Times*, I found that innocent victims were frequently portrayed as though they had angelic qualities, like the story of the “church-going Little League baseball player” who was to testify in a gang-related murder trial. In contrast, journalists often drew attention to specific features of the victimizers, including describing them as “youth,” released convicts, non-white people, refugees and immigrants.

The fourth major way media scholars research ideology in the news, and how it becomes common sense, concerns studying the interpretive practices actual readers and audiences of news stories draw upon to make sense of the news. Clearly, the messages that ‘senders’ of news stories intend are not always the same as the messages that are received.

For example, the [documentary method of interpretation](http://miniblooms.com/soci326/documentary_method_of_interpreta.htm), made famous by sociologists [Karl Mannheim](http://en.wikipedia.org/wiki/Karl_Mannheim) and [Harold Garfinkel](http://en.wikipedia.org/wiki/Harold_Garfinkel) , means that consumers of the news make sense of things by treating their actual appearance as revealing an underlying pattern.

Journalists draw upon pre-existing narratives and maps of meaning taken from our cultural myths and then assign them to a new reality so that the new reality conforms to that cultural myth. For example, people draw upon background knowledge about the “gang problem” to make sense of any particular gang murder. The new “reality” is pasted onto the cultural myth so that we do not forget that myth.

The Italian cultural theorists and revolutionary [Antonio Gramsci](http://en.wikipedia.org/wiki/Antonio_Gramsci) referred to the social processes through which dominant ideologies become common sense as [hegemony](http://en.wikipedia.org/wiki/Hegemony), emphasizing how cultural domination happens through these practices. As persuasive ideas become accepted as simply “the way things really are”, ruling elites gain the consent of the populace.

By Wayne Mellinger

**Question 1**

Discuss techniques used in language and presentation of materials to help ‘hegemony’ as referred to by [Antonio Gramsci](http://en.wikipedia.org/wiki/Antonio_Gramsci).

**Question 2**

How does the political economy of news organizations further the cause of a dominant ideology? Discuss this with reference to the ‘propaganda model’.

**Question 3**

The article suggests four ways by which dominant ideologies in the news becomes common sense. With reference to media in Bhutan as well as international media, which one of the four ways in your opinion compromises ethics in media the most?

**Question 4**

Define ‘common sense’ referred to by [Antonio Gramsci](http://en.wikipedia.org/wiki/Antonio_Gramsci) and as described in the article.

**SECTION B: Topical Discussion (20 Marks)**

**This section consists of four questions related to topical issues. Answer ANY TWO questions. All questions carry 10 marks each.**

**Question 1**

In the interview with Ex-Prime Minister of Bhutan, Jigmi Y. Thinley on 2 April 2012, the UN News Centre asked the following question.

***UN News Centre:*** *A GDP-based approach to economic development has been a mainstay in intellectual and academic thought for decades. How can a GNH-based approach compete against that?*

Respond to the question.

**Question 2**

Name the term coined for Bhutan-India relations by the Prime Minister of India on his visit to Bhutan in June this year. Highlight the specific areas of support assured to Bhutan in Education and explain how the support will benefit Bhutan.

**Question 3**

*With the latest revision, electricity, some have realised, is becoming expensive.  And this applies to home users, besides the industrialists, who are already complaining of the new rates.* *-* Kuensel 23/07/14 issue.

Discuss the repercussions of escalating power tariff in the context of clean energy and employment in Bhutan?

**Question 4**

*Dear Lyonpo,*

*There is considerable public disquiet about the serious safety risk our national sport poses today. Frustration is seething with no end in sight to the arrow menace. The concerns are valid and our people have long clamoured for a solution.* –

By Dorji Tshering, Kuensel issue: 09/08/14

Discuss any five measures to address the safety risk of our national sport.

**PART II**

**SECTION C: Subjective Questions (20 Marks)**

**This section consists of four questions. Answer ANY TWO questions. All questions carry 10 marks each.**

**Question 1**

*An election exit poll is a poll of voters taken immediately after they have exited the polling stations. Though initially used as a check against election fraud, there is widespread criticism that exit poll results influence election results in cases where the exit-poll results appear before the polls have closed.*

What is your opinion on the use of exit polls in elections in Bhutan?

**Question 2**

*CCTV cameras across London help solve almost six crimes a day, the Metropolitan Police (Met) has said. -* BBC News London 26/12/2010 issue.

*CCTV is everywhere, both public and private-run. It is in hospitals, universities, car parks, buses, trains, shopping centres and pubs. It is even mobile, with many councils in London, and a handful outside the capital, using CCTV cars to film traffic offences, such as driving while using a mobile phone. There are 54 CCTV cars patrolling 31 local council areas. -* BBC News Magazine 26/01/2011 issue.

What is your opinion on the use of CCTV in public spaces in London and should Bhutan follow trend?

**Question 3**

*Looking at both the domestic and international scenario for women in politics and going through some literature by various individuals and institutions. I have come to the conclusion that ‘Women’s Quota’ in Bhutan will be an important and necessary step to ensure minimal representation of women in Parliament.* The Bhutanese 04/04/2014 issue.

What is your personal opinion on the issue of reservation of seats for women in our Parliament?

**Question 4**

Edward Snowden, a name synonymous with global surveillance disclosures, caused tension in world politics since 2013. In the debate of whether Snowden is a hero or villain, what is your opinion?

**SECTION D: Objective Questions (Multiple Choice - 20 Marks)**

**Answer ALL 20 questions by writing the correct option against each Question Number in your answer sheet. For example, 21 (c).**

1. With which sport is the Jules Rimet Trophy associated?

A basketball

B football

C tennis

D golf

1. Which of the following animals carries their young in a pouch?

A kiwi

B ostrich

C penguin

D seahorse

1. The eruption of which volcano in 79 AD led to the destruction of the Roman cities of Pompeii and Herculaneum?

A Mount Elbrus

B Mount Vesuvius

C Mount Stromboli

D Mount Kilimanjaro

1. Who won the 2013 Man Booker Prize?

A Alice Munroe

B Eleanor Catton

C Mo Yan

D Philip Roth

1. What is the capital of Mongolia?

A Damascus

B Rabat

C Ulan Bator

D Yaounde

1. Which of the following correctly ranks astronomical objects by size, starting with the largest?

A Universe, galaxy, solar system, sun, Earth

B Galaxy, universe, solar system, sun, Earth

C Universe, solar system, galaxy, sun, Earth

D Solar system, universe, galaxy, sun, Earth,

1. Which is the only Portuguese speaking country in the Americas?

A Argentina

B Brazil

C Colombia

D Peru

1. Which of the following is the holy book of the Sikhs?

A Guru Granth Sahib

B Tanakh

C Quran

D Vedas

1. Numismatics is the study of:

A coins

B birds

C fossils

D spiders

1. The fear of foreigners or strangers is called:

A Acrophobia

B Hypsiphobia

C Uranophobia

D Xenophobia

1. In which fairy tale does the stepmother use a poisoned apple to rid herself of the stepdaughter?

A Alice in Wonderland

B Cinderella

C Hansel and Gretel

D Snow White and the seven Dwarves

1. Who is the Finance Minister of India?

A Amit Shah

B Arun Jaitley

C P. Chidambaram

D Rajnath Singh

1. Who is the official mascot of the Walt Disney Company?

A Bugs Bunny

B Hello Kitty

C Mickey Mouse

D Winnie the Pooh

1. How many sides does an octagon have?

A three

B five

C seven

D eight

1. What is the time zone of Bhutan?

A UTC+04:00

B UTC+06:00

C UTC+08:00

D UTC+10:00

1. What does Article 5 of the Constitution of Bhutan discuss?

A Culture

B Citizenship

C Environment

D Spiritual Heritage

1. Which book did Pavan K Varma author?

A Indianomix

B My Country My Life

C Patriots and Partisans

D The Great Indian Middle Class

1. What is the full name of the Prime Minister of India?

A Narendra Bhai Das Modi

B Narendra Dindayal Modi

C Narendra Damodardas Modi

D Narendra Dhevaneyan Modi

1. Who is the royal patron of the Ability Bhutan Society?

A Her Majesty the Queen Mother Ashi Dorji Wangmo Wangchuck

B Her Royal Highness Ashi Kesang Wangmo Wangchuck

C Her Majesty the Queen Ashi Jitsun Pema Wangchuck

D Her Royal Highness Ashi Sonam Dechan Wangchuck

1. On the 7th August, 2014, Prime Minister Tshering Tobgay assumed the Chairmanship of the 70th session of the:

A UN Economic and Social Commission for Asia and the Pacific

B UN Educational, Scientific and Cultural Organization

C UN Association of Southeast Asian Nations

D UN World Tourism Organization