

ALEXANDRIA UNIVERSITY
FACULTY OF ARTS
DAMANHOUR BRANCH
ENGLISH DEPARTMENT
FOURTH YEAR



READING EXAM
SECOND TERM
MAY 2010
TIME: 2 HOURS

1- Read the following advertisement and provide a detailed linguistic analysis of all the linguistic features found in it:

Heartbeat

Because you deserve to feel better

As well as making you feel better when you are ill, BUPA Heartbeat also gives you the support and reassurance you need from your health cover when you are fit and well. It's the peace of mind of knowing that when you need us, you'll have a choice of where and when you are treated, and who you are treated by, that makes all the difference.

BUPA Heartbeat provides prompt access to high quality treatment in accredited hospitals, where you will be treated with dignity and respect. In these clean, comfortable surroundings, you'll find people who have the time to listen to your concerns and explain what is happening, so you

can feel confident throughout your treatment. Prompt access to quality care can make all the difference, as studies prove that in many cases early diagnosis and treatment can help you recover sooner.

So however much reassurance you need from your health cover, you'll find BUPA Heartbeat accessible to you and your family. Feel better about your health with BUPA.



Lines are open 8am-8pm weekdays, 9am - 5pm weekends.

0800 600 500

Quoting ref: 3907 INS

Calls will be recorded and may be monitored.

or visit: www.bupa.co.uk/heartbeat for more information

BUPA

E.L.H.

Damanhour University
Faculty of Arts
English Department
Fourth year



Reading Exam
May 2012
Time: 2 hrs
Total: 100 marks

Answer all of the following questions

1- Provide a linguistic analysis for the following advertisement.
(1 hr.) (50 marks)

what to give.

what to get.

Gap gift certificates.

Gap gift certificates are good at
all Gap and GapKids stores. They are
available in any denomination, and
come in a great little bag.

GAP

PATRICK DEMARCHELIER © GAP 1993

2- Provide a linguistic analysis for the following conversation.
(1 hr.) (50 marks)

MUM: I just want a bit of appreciation for
try (.) the effort I made on your birthday
(.) I was almost dying on your birthday
(1) don't you realise how much effort it
was for me to go there? (1)

RUKSANA: oh sorry make me feel guilty
about my birthday 'cos that's so good
isn't it?

MUM: make you what?

RUKSANA: do you make me feel guilty
about going out on my birthday

MUM: no you should

RUKSANA: shut up

MUM: no you should feel guilty about
not

RUKSANA: no you should feel guilty

MUM: about what?

RUKSANA: about holding your illness over
going out on my birthday

MUM: I haven't held it against you I just

RUKSANA: well you just did then

MUM: why? (1) I held your ungratefulness
against you

RUKSANA: I think you should stop this
now

MUM: I'm showing you how illogical your
argument was

RUKSANA: how illogical my argument
was (.) you sat there saying to me that
it's my fault that you were ill on my
birthday

MUM: no

RUKSANA: your fault you dragged yourself
out

MUM: no I didn't say that I said that you
were ungrateful

RUKSANA: I mean it's like an effort that
you dragged yourself out for my birthday
well I'm sorry

MUM: well it was an effort

RUKSANA: for having my birthday

MUM: I did drag myself out (.) I showed
how much I loved you did you show how
much you loved me by being sensitive?
I've

RUKSANA: oh shut up

(.) = short pauses
The underlined parts are said
with more emphasis and
higher intonation

An Elmhurst

[Signature]