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ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE- 27
MA ENGLISH – III SEMESTER
END SEMESTER EXAMINATION–NOVEMBER 2020
ENDE: 9418 WORLD LITERATURE-III

Time: 1 ½ hours

Max. Marks: 35

Instructions:

1. This paper has **THREE** printed pages and **TWO** sections.
2. Don't exceed the suggested word limit.

SECTION-A

Read the following piece on De Beers, the world's biggest diamond mining and trading company, which operates out of South Africa, then read the poem by Dennis Brutus, a well-known South African poet, and answer the questions set on it:

DE BEERS
A DIAMOND IS FOREVER

The iconic De Beers advertisement campaign – A Diamond is Forever

Anyone over the age of 5 knows that when a man proposes to a woman, he offers her a diamond ring as a symbol of his love, because a diamond is forever. Believe it or not, this was not always the case.

In 1948, De Beers' sales of diamond rings were plummeting in the wake of the Great Depression. De Beers was then and continues to be today the world's biggest diamond trading company. They were searching for an advertising campaign that would motivate men to buy diamond rings. In creating the "A Diamond is Forever" campaign, De Beers not only boosted their diamond sales, but they also literally created the concept of an engagement ring, which is still popular today and shows no signs of slowing down.

Prior to this advertising campaign (De Beers continues to use the slogan to this day, and it is considered one of the most powerful advertising slogans of all time), buying an engagement ring was not a prerequisite to a proposal. By 1951, eight out of 10 brides in the U.S. had a diamond engagement ring, and today, women write songs about "putting a ring on it."

For De Beers: A Diamond is Forever:

A diamond is forever

It is forever
a diamond is forever
it is so final
death is so final
it is forever
a diamond is forever
DeBeers says
"To us, there's nothing
more precious than the
health of a nation"
We do not talk, do we
of Blood Diamonds?
We do not talk do we
of displaced peoples?
of stolen land?
of sweated labour?
of bloodied labour?
bloodied diamonds?
for blood diamonds, too,
are forever
22 March 2009, Durban

Answer the following questions in about 150 words each: (2x10=20)

1. What kind of audience does the famous ad campaign by De Beers target?
What kind of information does the ad hide from them?
2. What are the elements in Brutus' poem that contribute to its satirical power?

SECTION-B

Given below is an excerpt from a scholarly article about the Caribbean writer, Kamau Brathwaite. Read it and answer the question that follows:

In 1974, in a remarkable essay titled "The African Presence in Caribbean Literature," the great Bajan¹ poet Kamau Brathwaite reflected on the sometimesstriking ways in which Caribbean cultures contained traditions and rhythmic patterns resembling those in West Africa. For Brathwaite, it was impossible to understand contemporary Caribbean—and, for that matter, African-American—culture without examining these African traditions, which had been transmitted across the Atlantic and transformed during the bloody centuries of the European slave trade. The Caribbean's cultures were not entirely the same as their origins an ocean away, of course, but inextricably interwoven into their fabrics were the African religious images, cadences, and terpsichorean rhythms that had travelled from the shores of West Africa to the West Indies.

Yet as Brathwaite noted, many critics refused to see this African presence, in part because they still interpreted the value of Caribbean literature and culture in relation to European aesthetic standards. To counter this, he wrote, we must "redefine" the word "culture," so that the Caribbean is not solely judged on its "Europeanity." "Likewise," he continued, "the African presence in Caribbean literature cannot be fully or easily perceived until we redefine the term 'literature' to include the non- scribal material of the folk/oral tradition, which, on examination, turns out to have a much longer history than our scribal tradition." For Brathwaite, who died earlier this month, the key to understanding the Caribbean was to accept and study its orality: the way people spoke among themselves, local music, non-Christian religious rituals.

1. from Barbados
2. related to dancing

Answer the following question in about 200 words: (1x15=15)

3. How are some of the observations made here supported by your own experience of reading the works of the Caribbean writers on this course?

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