

**Birla Institute of Technology and Science, Pilani, Pilani Campus**

***Technical Communication (BITS F437)***

**Semester I \_ 2023-24**

**End-semester Examination (Open Book)**

**MM: 80**

**Duration: 120 mins**

**Date: 14/12/23/ FN**

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*Answer all questions in the answer sheet only.*

*Do NOT copy in toto the texts given in the questions.*

*Write legibly.*

*You may **HIGHLIGHT** the moves/features if you wish to.*

- 1. Argumentative Essay:** Synthesize the arguments given in both Text A and Text B and write your 'argument' on the **impact of social media on youth**. Your argument **must critique** the given perspectives while taking a clear stance on the topic given. Write the essay in 300-400 words. Give your essay an appropriate title. **(20 Marks)**

Text A

As of July 2020, four billion active social media users were reported worldwide (Kemp, 2020; Statista, 2020). While social media platforms enable people to make new friends and maintain contact without geographic or time constraints ( Cheng et al., 2020), its use can also become problematic as it can impair users' psychosocial functioning and well-being (Hussain & Griffiths, 2019). For instance, several young individuals have reported that they are so engaged in Instagram that they feel troubled when they are unable to use it during work. Such misuse is commonly referred to as social media addiction (Hussain & Starcevic, 2020). Recent studies have highlighted several negative consequences of social media addiction in young adults such as a decrease in their academic performance (Al-Yafi et al., 2018) and life satisfaction (Satici, 2019) and an increase in shyness (Ryan & Xenos, 2011), social anxiety, and loneliness (Błachnio et al., 2016).

Text B

Social media has revolutionized the world by changing how information is distributed and consumed by individuals. It offers various uses and pleasures to individuals globally, including communication and connecting with their loved ones, entertainment at any place/any time, a short escape from their realities, self-expression, exposure to what's happening around the world, and various other professional and academic uses (Lenhart et al., 2010; Pempek et al., 2009). For instance, the intensity of youth's Facebook use has been linked to various positive social and psychological outcomes such as satisfaction in college life (Valenzuela et al., 2009), civic and political participation in different political campaigns (Vitak et al., 2011), high self-esteem, and bonding with other social media users for emotional support (Zanno, 2013). Another domain where notable advantages of social media have been highlighted is healthcare. For instance, social-media-based interventions for areas of adolescent health such as safe sexual practice, diabetes mellitus self-management, and mental disorders have demonstrated notable improvements in health knowledge and short-term health behaviors (Yonker et al., 2015; Guse et al., 2012).

**Possible Answer: The answer must synthesize the two arguments and develop an argument using the They say/ I say scheme. It must include arguments and counter-arguments.**

2. **Problem Solution Text:** The poster given below suggests that the COVID-19 pandemic has led to a mental health crisis. Read the poster and develop a problem-solution introduction (**using the CARS model**) in 300-400 words with a focus on managing the post-COVID-19 mental health crisis, including identifying the triggers, treatment strategies, and health and policy planning. **(30 Marks)**

### COVID-19 Mental Health Crisis

Mental disorders are one of the main causes of the global health-related burden. As per the Global Burden of Diseases, Injuries, and Risk Factors Study (GBD) 2019, depressive and anxiety disorders are the two most disabling mental disorders, both ranked among the top 25 leading causes of burden worldwide in 2019.

In the post COVID-19 context, the rates of depression ranged between 21.3–24% and anxiety between 31.9 - 33.7%, which are notably higher than the levels reported in pre-COVID-19 times (2–6% and 2.5–7% in 2017) (Alacevich et al., 2023).

People hospitalized for more than seven days due to COVID-19 had a higher chance of being diagnosed with anxiety, or psychiatric disorder and experiencing symptoms of depression (Magnúsdóttir et al., 2022)

Anxiety and depressive symptoms developed more in younger participants (< 35 years) symptoms than in older participants ( $\geq$  35 years) post-COVID-19 outbreak (Huang & Zhao, 2020)

Individuals with probable COVID-19 infection in the UK were seen to suffer from psychological distress that was most likely to increase from 37% in month 1 to 47% in month 7 (Niedzwiedz et al., 2021)

Female gender was reported to have higher self-reported levels of stress, anxiety, depression, and posttraumatic stress symptoms, and more severe overall psychological impact of COVID-19 (Wang et al. 2020).

Possible response: Using the Create A Research Space Model, the student must write a clear proposition which highlights the problems and discuss the solutions within the evidence provided.

3. Write a cover letter to the HR, *Pragati Labs* for the post of a Junior Scientist in their Pharma Lab. Your cover letter must include the following three moves. **(15 Marks)**
- Establish your credentials and state your interest
  - Elaborate on your specializations and offer an incentives
  - Use a pressure tactics
4. You've received an Offer Letter from Mr. Logan, Managing Partner at *LogicoMinds*, who was formerly your colleague at *Edu Solutions*, a leading EduTech company. Given your history, he has expressed interest in having you join his new venture. The Managing Director of *Edu Solutions*, however, has recently vouched for your trustworthiness and loyalty and entrusted certain responsibilities on you. Now,

you're faced with the decision of whether to remain in your current position or accept Mr. Logan's offer. Compose a response to Mr. Logan, indicating your decision to either accept or reject the offer. (15 marks)

This question requires the student to understand the style preferences in a professional context and write a response which will further the amicable relations maintained so far.

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