

**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**



**M.A. DEGREE EXAMINATION – ENGLISH LITERATURE**

**SECOND SEMESTER – APRIL 2016**

**EL 2807 – MEDIA CRAFT**

Date: 16-04-2016

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

**PART-A**

I. Answer any FIVE of the following questions in about 75 words each: (5x4=20 marks)

1. 'News maps the world.' Elaborate.
2. What is mass communication?
3. Write a note on Deconstructing the Media.
4. What are the different kinds of headlines written?
5. Comment on the convergence of media skills.
6. Define newsworthiness with examples.
7. Write briefly on consumer reporting as a part of investigative reporting.
8. Explain the various stages of television or film production.

**PART-B**

II. Answer any FOUR of the following questions in about 250 words each:

(4x10=40 marks)

9. Write elaborately on Marshall Mc Luhan's concept of the 'Four Waves of Media.'
10. Freedom of the press does not exist in reality. Discuss.
11. Trace the evolution of two writers, who started from the scratch as journalists and went on to become writers of fiction and non-fiction.
12. Development or Alternative Journalism has come to stay. Debate. Also, write on the different facets of Development Journalism.
13. Journalistic Ethics is gone with the wind. If yes/no, give reasons.
14. Differentiate between 'tabloid press' and 'broadsheet press.' Provide examples.

**PART-C**

III. Answer the following questions as per the instructions provided: (2x20=40 marks)

15. Construct an **imaginary INTERVIEW** with late Dr. A.P.J Abdul Kalam.

16. Create an advertisement of your own, on any **ONE** of the following, incorporating all the six ingredients of a good advertisement copy:

- a) Two Wheeler
- b) Mutual Fund
- c) Tablet

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