LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.A. DEGREE EXAMINATION - ENGLISH LITERATURE

THIRD SEMESTER – NOVEMBER 2013

EL 3952 - MEDIA CRAFT

Date : 12/11/2013   Dept. No.   Max. : 100 Marks
Time : 9:00 - 12:00

PART- A

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

1. Define development communication with examples.

2. Comment on alternative media, taking cue from the guest lecture delivered by Prof. Watson Solomon.

3. Explain the three stages of television / film production.

4. What is Mass Communication?

5. What are the physical barriers to communication? Explain.

6. Write a note on Deconstructing Media.

7. Explain the language of persuasion used by the media.
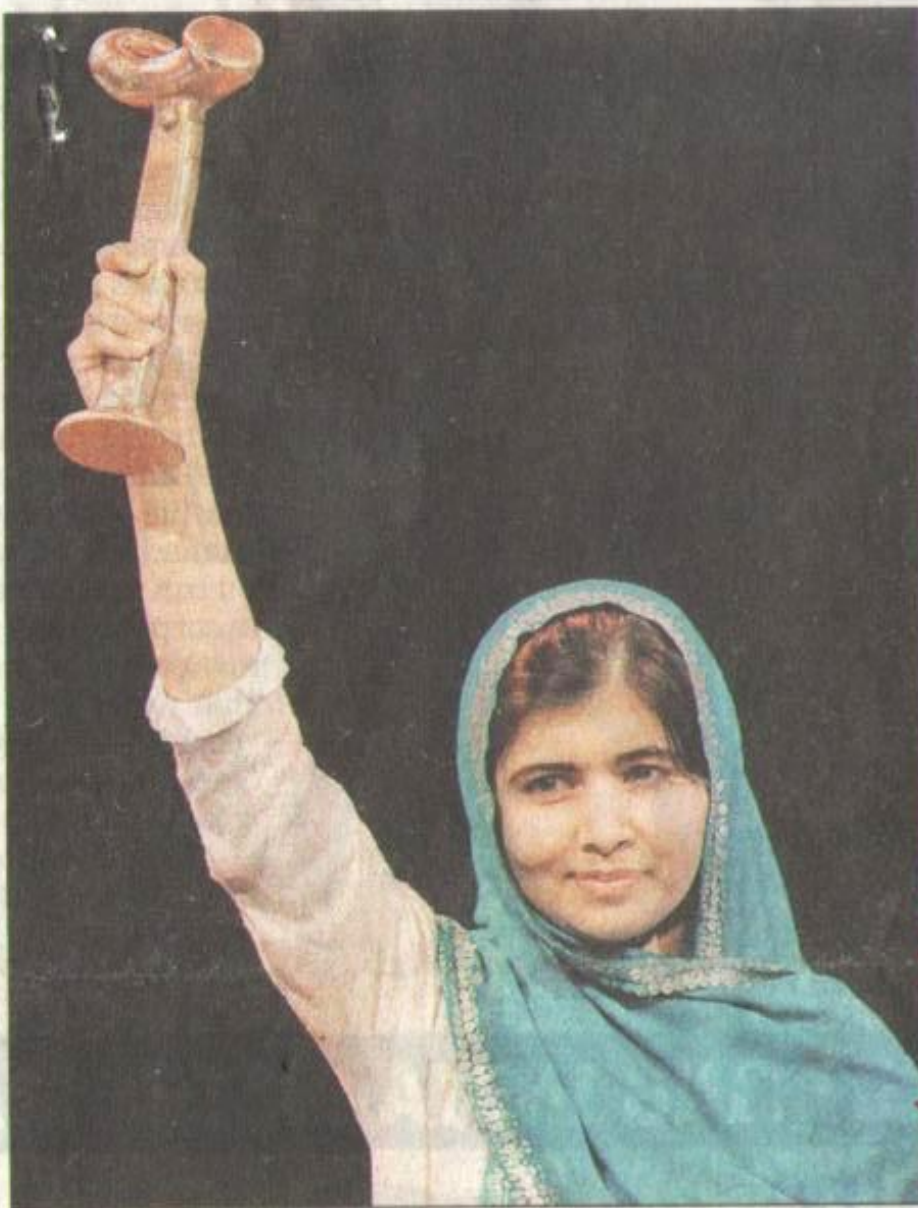
8. How do you write an Obituary?

PART-B

II. Answer any FOUR of the following questions in about 200-250 words each.   4x10=40

9. Write on Freedom of the Press or Journalistic Ethics with examples.

10. What is investigative reporting and its by- product, consumer reporting? Illustrate.

11. Elaborate: 'News maps the world'. Also, discuss 'news worthiness' with suitable examples.

12. Bring out the History of Media.

13. Write an essay on 'Media Language'.

14. Write an essay on the Role of Media in the context of Right to Privacy.

PART-C

III. Answer the following: 2x20=40

15. Convert the following NEWS DIGEST into a full blown NEWS STORY, spanning at least 200-250
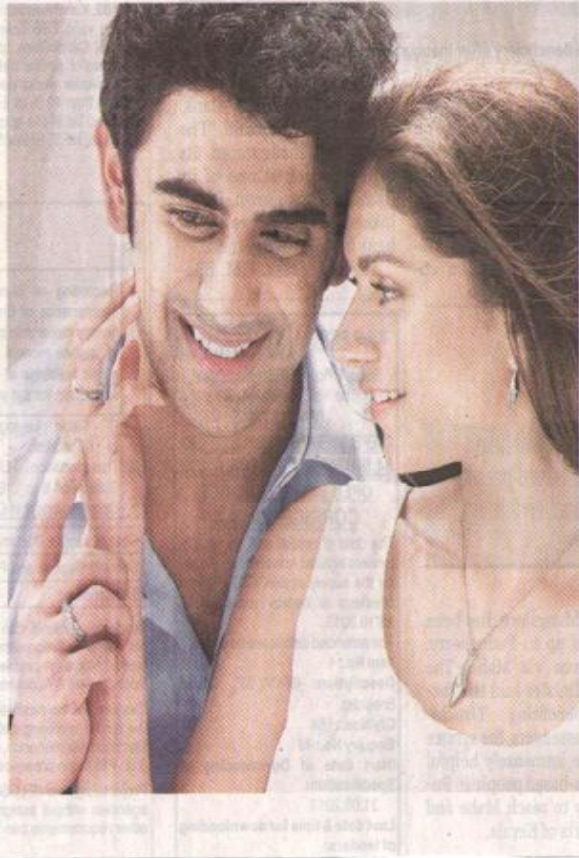

GIRL POWER: Malala Yousafzai with the Anna Politkovskaya Award in London on Friday. The award, named after a murdered Russian journalist, is given annually by group RAW in WAR (Reach All Women in WAR) to a female human rights defender. The group said Malala was chosen for her courage to speak out when nobody else dared, for her strength to give voice to the women and girls whose voices cannot be heard, and for her belief in promoting education for girls

words:

The Times of India
Dated: 06/10/2013

16. Re-create the given advertisement, taking into consideration, all the six ingredients of a good advertisement copy:

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