



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

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

**THIRD SEMESTER – NOVEMBER 2015**

**EL 3952 - MEDIA CRAFT**

Date : 11/11/2015

Dept. No.

Max. : 100 Marks

Time : 09:00-12:00

**PART-A**

- I. Answer any **FIVE** of the following questions in about **75 words** each: **5x4=20**
1. 'News today is history tomorrow.' Illustrate.
  2. Differentiate between 'tabloid press' and 'broadsheet press.'
  3. How are the headlines differently written?
  4. What is news worthiness? Analyse in detail at least two aspects of newsworthiness.
  5. Write short notes on a 'feature story.' Give a suitable title for a feature story on the 'Taj Mahal.'
  6. Write a brief note on the internal emergency in India in the year, 1975.
  7. Write a short note on 'Mass Media' and the Indian family.
  8. What is your understanding of 'Topicality' and 'Timelines.'?

**PART-B**

- II. Answer any **FOUR** of the following questions in about **250 words** each: **4x10=40**
9. Construct an imaginary INTERVIEW between the late Dr. APJ Abdul Kalam or 'Mellisai Mannar' M.S.Viswanthan or actress Manorama, and you, a news reporter.
  10. Consider Thiru. P. Sainath, a Loyola History student and Magsaysay award winner, as a developmental journalist.
  11. Write a FEATURE on any ONE of the following:
    - a. Onam Celebration in Loyola
    - b. Dress Code in city colleges
    - c. Ovations 2015
  12. Compare and contrast the freedom of press in India and the US. Identify the limitations of the 'Freedom of Press' in India.
  13. Do you agree with Marshall McLuhan's concept of the 'Four Waves of Media?' Give reasons for your point of view.

14. Bring out the relevance of the statement, 'Does News Matter?' with reference to the guest lecture delivered by Madam Kanchan Kaur.

**PART-C**

III. Answer the following questions as per the instructions provided: **2x20=40**

15. Write a classic SCREEN PLAY for the concept, 'from rags to riches' of a young man. Adhere to the linear plot construction.

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

- a. Insurance
- b. Smart Phone
- c. Lady's handbag

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