

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.A. DEGREE EXAMINATION – ENGLISH LITERATURE

SECOND SEMESTER – APRIL 2010

EL 2807 - MEDIA CRAFT

Date & Time: 23/04/2010 / 1:00 - 4:00

Dept. No.

Max. : 100 Marks

I Answer any **TEN** of the following in about 75 words each: 10 x 3 = 30

01. Define style.
02. Explain Layout.
03. What is the nature of Journalism?
04. Vaquirs – Navis and Confianavis. Explain.
05. What do you understand by limitations to freedom of expression? Article 19 (2).
06. What does Defamation mean?
07. What is meant by straight news reporting?
08. Daily newspaper is a result of glorious team work. What does it state?
09. What is the role of a sub editor?
10. Obituaries. Explain.
11. Broad sheets and Tabloid Journalism. Explain.
12. Mention the types of Radios.

II Answer any **FIVE** of the following in about 150 words each: 5 x 8 = 40

13. Explain mass communication as controlled by hitech elements.
14. Every frame in film is constructed: explain your answer.
15. How is most of the news are just views?
16. Write on the emergence of FM radio as means of mass communication.
17. Write a short note on any one wave of media.
18. How does media influence policy decisions of the government.

III. Answer the following in about 300 words each: 2 x 15 = 30

19. a. What do you mean by the term Journeys in Journalism?
(OR)
- b. What are the convergence of Film and Television?
20. a. What is not published is news and what is published is advertisement. Explain
(OR)
- b. Sensationalism vs social responsibility: Comment on the expression with reference to the recent sleaze operation by media about a godman.
