



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

**B.A.DEGREE EXAMINATION –SOCIOLOGY**

**SECOND SEMESTER – APRIL 2019**

**16/17/18UEL2AL02– ENGLISH FOR MASS MEDIA**

Date: 05-04-2019

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

**PART - A**

I. Write short answers for **any 10 questions** in about 75 words each: (10x4= 40)

1. Explain 'Yellow Press'.
2. What is new media? Cite examples.
3. What do you understand by the logos, ethos and pathos principle of advertising?
4. What are the various opinion columns in a newspaper?
5. Define journalism.
6. Bring out the importance of English in Journalism.
7. List out the symbols used in political cartoons.
8. Define an Advertorial with the help of an example.
9. Explain the terms 'snippet', soft news and hard news?
10. Define advertising and state its objectives.
11. Discuss two advantages of the radio with suitable examples.
12. How can the Internet help you learn English? How do you take advantage of this?
13. What are the disadvantages of media convergence?

**PART B**

II. Answer **any two** of the following questions in about 250-300 words: (2x15=30)

14. Explain the multiple forms of journalism today. Discuss the importance of media in the contemporary society.
15. Do you think podcast and Citizenship journalism are powerful journalism tools? How will you use them responsibly?
16. What are the rules to be followed in writing a Straight News Lead? Explain with examples.
17. How can we solve the rising problem of fake news, media bias and propaganda today?
18. Discuss investigative journalism in detail, citing an example from recent news.

## PART C

III. Answer **any three** of the following questions in 150-200 words: (3x10=30)

19. Create an advertisement for a shoe/ footwear or any other fashion product with a winning headline, catchy logo, precise body copy and memorable by-line.
20. Write a radio play revolving around any one of the following making use of narration, dialogues and SFX
  - a. Use of Technology—Freedom and responsibility
  - b. Say 'No' to Casteism
21. Write an article of any breaking news that took place recently. Explain how you have use the Inverted Pyramid structure with the help of a diagram.
22. Analyse the following cartoon:



\*\*\*\*\*