 LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

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

SECOND SEMESTER – APRIL 2011

# EL 2807 - MEDIA CRAFT

Date : 11-04-2011 Dept. No. Max. : 100 Marks

Time : 9:00 - 12:00

1. Answer the following questions in about 75 words each: 10 x 3 = 30
2. What is journalism and its nature?
3. Describe Reporting.
4. State what is Broadcast Deregulation?
5. Web Radio – explain.
6. Spamming - what does it mean?
7. Write a short note on any one feature of mass communication.
8. ‘What is not published is news and what is published is advertisement’. Justify.
9. What is sensationalism in mass media?
10. Write a note on the perspective that should dominate the media?
11. Write a short note on any one way to deconstruct media.
12. Answer any FIVE of the following in about 150 words each: 5 x 8 = 40
13. What are the different aspects of style?
14. Headlines – Discuss.
15. Bring out the salient features embedded in the arguments of Dewey and Lippman.
16. Write a paragraph on the four waves of media.
17. What is the role of mass media in promoting ecology?
18. Comment on the content of any newspaper of your choice.

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

1. Elaborate the various Journalistic forms that underpin the field of journalism today

(OR)

Analyse what a LEAD is and the characteristics that hold a good lead.

1. Write an article on LPG (Liberalization, Privatization and Globalization) and Mass media.

(or)

Describe a frame work to study the works of literary personalities who have become journalists.

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