



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.A. DEGREE EXAMINATION – ENGLISH LITERATURE

THIRD SEMESTER – NOVEMBER 2016

EL 3952 - MEDIA CRAFT

Date: 11-11-2016
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART A

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

1. Sub-edit the following sentences:
 - a. Somu, me and Ramu went to the book fair.
 - b. Most people fear snakes than wolves.
 - c. A policeman misbehaved with a woman in a drunken state.
 - d. The political parties reached a consensus of opinion on the issue.
2. Explain the acronym NEWS.
3. Write a note on 'Deconstructing the Media' with reference to your watching of the docu-film, 'Media Today'.
4. What do you mean by convergence of media skills?
5. Briefly explain the four wave theory.
6. Distinguish between Straight News Reporting Investigative Reporting.
7. What are the finer points to be kept in mind, while conducting an interview.
8. Differentiate between Tabloid journalism and Broadsheet Press.

II. Answer any FOUR of the following questions in about 250 words each: (4x10=40)

9. What do you understand by 'Newsworthiness'? Provide examples for each category of news worthiness.
10. Write a PROFILE or TRIBUTE on Saint Mother Teresa or Dr. APJ Abdul Kalam or Mahaswetha Devi.
11. Pen a film review on 'Kabali'(Tamil) or 'Joker'(Tamil) or 'All the President's Men'.
12. Journalistic Ethics is more honoured in breaching. Debate.
13. Conduct an imaginary interview with Mariappan Thangavelu or P.V.Sindhu or Sakshi Mallik.
14. Write on the freedom of the press, by citing the acts and articles from the constitution of India.

III. Answer the following questions as per the instructions provided:

(2x20=40)

15. Convert the following NEWS STORY into a SNIPPET or a TIT BIT containing just 50 words:

16. Create an advertisement copy on any of the following product(s) or service(s), incorporating all the mix ingredients of a good advertisement copy:

- a. Smart Phone
- b. Tablet
- c. Mutual Fund.
