



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.A. DEGREE EXAMINATION – ENGLISH LITERATURE

THIRD SEMESTER – NOVEMBER 2017

16PEL3ES02 – MEDIA CRAFT

Date: 10-11-2017

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. Write short notes on 'Deconstructing Media.'
 2. What is your understanding of 'Social Responsibility Theory'?
 3. Highlight the influence of 'Advertisements' in an individual's life.
 4. Write about the functioning of 'Underground Press' in India.
 5. Illustrate the 'Inverted Pyramid' style of writing.
 6. Briefly explain the advantages and disadvantages of electronic media and print media.
 7. Differentiate between 'Broadsheet' and 'Tabloid.'
 8. Write a short note on 'Mass Media.'

PART-B

- II. Answer any **FOUR** of the following questions in about **250** words each : (4x10=40)
9. What are the norms for the 'Freedom of Press' in India? Do you think that the press enjoys complete liberty in our political system? Give reasons for your response.
 10. Attempt an essay on the significance of 'Social Networking Sites' in highlighting social issues of concern.
 11. Provide the grammatical rules for writing effective 'Headlines.'
 12. Write a letter to the editor of the 'Hindu' newspaper to share your views on the impact of video games.
 13. Imagine that you are interviewing the CEO of Google Mr. Sunder Pitchai. Formulate an interview in about ten conversational exchanges.

PART-C

- III. Answer the following questions as per the instructions: (2x20=40)
14. Attempt a detailed essay on Marshall Mc Luhan's 'Four Waves of Media.' Evolve a theory of your own for 'Deconstructing Media.'
 15. Write an article on the following topic to be published in a newspaper.
'Challenges of contemporary educational system.'
