



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

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

**SECOND SEMESTER – APRIL 2013**

**EL 2807 - MEDIA CRAFT**

Date : 04/05/2013  
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

**I Answer any TEN of the following in about 75 words each:**

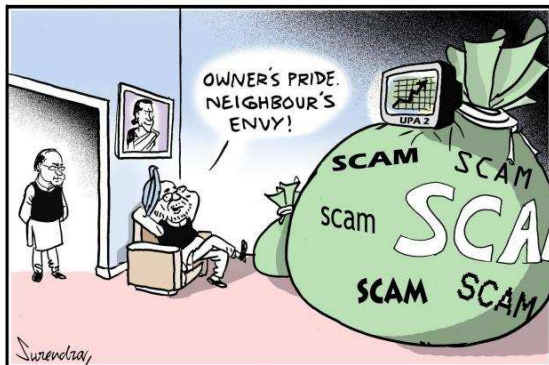
**10x 3 =30 marks**

1. Write a short note on any one phase of Book packaging.
2. State the arguments of Lippman and Dewey.
3. State what is Broadcast Deregulation.
4. Write a short note on Headlines.
5. What is Spamming?
6. What is webradio?
7. Is Mass media communication different from group communication?
8. What are the four waves of media?
9. What is paid news?
10. Write on the hitec element of mass media.
11. Write a short note on media deconstruction.
12. Are news papers, newspapers or viewspapers?

**II Answer any FIVE of the following in about 150 words each:**

**5 x 8 = 40 marks**

01. Write an opinion article for the following cartoon:



02. Write a paragraph on how the scenes in mass media give an apparent seamless stitching.
03. Write on Press freedom.
04. Write a letter to the editor about violence against women.
05. What is Tabloid Journalism?
06. Explain the factors involved in Review writing

**III Answer the following in about 300 words each:**

**2 x 15 = 30 marks**

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

(OR)

Characteristics of Mass communication.

2. Violence spreads due to sensational coverage by the media. Explain your response to the statement.

(OR)

Modern mass media does not have the perspective of the marginalised community.

Do you agree to this view point. Substantiate your response