

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



**B.A. DEGREE EXAMINATION – SOCIOLOGY**

**SECOND SEMESTER – APRIL 2022**

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

Date: 27-06-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

**I. Answer any eight of the following questions in 50 words each: (8x5= 40)**

- a) Differentiate between an editorial and an advertorial.
- b) Define an advertisement and mention any two of its objectives.
- c) Differentiate between 'hard news' and 'soft news' with an example.
- d) Explain 'fake news' and cite some recent examples.
- e) What do you understand by the terms 'mass media' and 'new media'?
- f) What are the points a journalist must remember for conducting an effective interview?
- g) The internet has made the world a 'global village'. Comment.
- h) Explain the characteristics of a good headline. Mention an example.
- i) What are the different types of fact-based and opinion-based columns in a newspaper?
- j) Distinguish between a vlog and a blog. How are they useful?

**II. Answer any four of the following questions in 250 words each: (4x15= 60)**

- a) Write an Opinion Column on your assessment of COVID-19.
- b) With the help of relevant examples, discuss the pros and cons of the internet in the present age.
- c) Discuss the different types of advertisements and their objectives. Also, highlight their disadvantages.
- d) Discuss the guidelines for writing news for the radio and television. Write a two-page news script of your own for the radio or television.
- e) Social and professional networking sites are ever-growing today. Discuss their types, advantages and disadvantages.
- f) Write an imaginary interview exchange between yourself and a Social Media Influencer, where you discuss the effects of social media on the youth and the future of the digital age.

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