LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.A. DEGREE EXAMINATION – **ENGLISH**

THIRD SEMESTER – **NOVEMBER 2022**

PEL 3602 – MEDIA CRAFT

Date: 02-12-2022 Dept. No. Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

PART – A

I. Write short notes on any FOUR of the following questions in 120 words: (4 x 5 = 20)

1 Web 3.0 and the New Media interface

2 The social dilemma

3 Commodity fetishism

4 Write a check list for identifying fake news.

5 What does a journalist do?

PART – B

II. Write an essay on any FOUR of the following questions in 250 words each: (4 x 10 = 40)

6 Discuss the significant role of ethics and core values of journalism.

7 Critically analyse Chomsky's views in his seminal piece "What Makes Mainstream Media Mainstream"

8 Discuss 'Media Discourses' using relevant theories and examples.

9 Compare and contrast Development Journalism with Citizenship Journalism

10 Discuss hard news and soft news.

PART – C

III. Answer the following questions in 400 words each: (2 x 20 = 40)

11. a) Critique the dialectics of form and function in Marshall McLuhan's "The Medium is the Message". Discuss his other key postulations in the essay.

OR

b) Popular advertisements and visual texts bear semiotic codes reinforcing biases, both overtly as well as covertly. Elucidate your answer with suitable and relevant references.

12. a) Critically comment on the manipulation of media messages by the astroturfers by citing examples from any news sources.

OR

b) Discuss the global importance of investigative Journalism and the powerful impact it had on society by drawing references to any news sources.

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