

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Voc. DEGREE EXAMINATION – DIGITAL JOURNALISM

THIRD SEMESTER – APRIL 2024

UDJ 3501 – MEDIA AND THE MARGINS

Date: 16-04-2024

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION A - K1 (CO1)

	Answer ALL the Questions		(10 x 1 = 10)
1.	Match the following		
a)	Marginalized	First female teacher in India	
b)	Editorial	Commentary	
c)	Savitribai Phule	Levels, rewards	
d)	Annotation	Social exclusion	
e)	Game elements	Centre page/ editors message	
2.	Fill in the blanks		
a)	Socio economic weaker section are called -----		
b)	Subaltern" gained prominence through the work of postcolonial scholar -----		
c)	Jyotiba Phule was a -----		
d)	Alternative media is -----		
e)	Media convergence means -----		

SECTION A - K2 (CO1)

	Answer ALL the Questions		(10 x 1 = 10)
3.	True or False		
a)	Marginalization is often a result of power imbalances.		
b)	Economic marginalization occurs when individuals get equal opportunities.		
c)	Narayana Guru's philosophy emphasized the values of one-ness.		
d)	Alternative media is also known as Corporate media		
e)	Mobile phones are examples of convergence		
4.	Definitions		
a)	Deviations of media		
b)	Cross media ownership		
c)	Marginalization		
d)	Watch groups		
e)	Gamification		

SECTION B - K3 (CO2)

	Answer any TWO of the following		(2 x 10 = 20)
5.	How can be the Gender issues identified and solved in rural India ?		
6.	Imagine you have an opportunity to interview BR Ambedkar in the current scenario. Construct 10 questions to ask him		
7.	Identify a movie which is based on the subaltern theme and write a film review on it.		
8.	How can be the watch groups and news sharing groups of marginal section utilized for avenue generation?		

SECTION C – K4 (CO3)	
Answer any TWO of the following (2 x 10 = 20)	

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| 9. | How do economy, religion and caste affect the reach of media content? Examine |
| 10. | List out the contributions of Dr. Muthulakshmi Reddy on the society |
| 11. | What are the functions of Social media and its avenues for the subalterns in India? |
| 12. | Compare and contrast mobile as a tool of access and discrimination. |

SECTION D – K5 (CO4)	
Answer any ONE of the following (1 x 20 = 20)	

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| 13. | Defend content curation as a form of alternate media dissemination technique with reference to any reality talk show. |
| 14. | Appraise the ownership pattern of media on the lives of marginalized people |

SECTION E – K6 (CO5)	
Answer any ONE of the following (1 x 20 = 20)	

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| 15. | Elaborate on Periyar EV Ramasamy's contribution towards the society |
| 16. | Compile the pros and cons of Gaming. |

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