



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

- Socio economic weaker section are called -----
- Subaltern" gained prominence through the work of postcolonial scholar -----
- Jyotiba Phule was a -----
- Alternative media is -----
- Media convergence means -----

SECTION A - K2 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

3. True or False

- Marginalization is often a result of power imbalances.
- Economic marginalization occurs when individuals get equal opportunities.
- Narayana Guru's philosophy emphasized the values of one-ness.
- Alternative media is also known as Corporate media
- Mobile phones are examples of convergence

4. Definitions

- Deviations of media
- Cross media ownership
- Marginalization
- Watch groups
- Gamification

SECTION B - K3 (CO2)

Answer any TWO of the following

(2 x 10 = 20)

- How can be the Gender issues identified and solved in rural India ?
- Imagine you have an opportunity to interview BR Ambedkar in the current scenario. Construct 10 questions to ask him
- Identify a movie which is based on the subaltern theme and write a film review on it.
- How can be the watch groups and news sharing groups of marginal section utilized for avenue generation?

