



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

**B.Voc. DEGREE EXAMINATION – DIGITAL JOURNALISM**

**THIRD SEMESTER – NOVEMBER 2022**

**UDJ 3501 – MEDIA AND THE MARGINS**

Date: 24-11-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

**SECTION – A**

**Answer ALL the Questions**

**Define the following**

**(10 x 2 = 20 Marks)**

1. Political marginalisation
2. Vaikom agitation
3. Marginalised society
4. Alternate media
5. Avvai Home
6. Father of Indian Constitution
7. Ayothidasa Pandithar
8. Content curation
9. Editorial
10. Social media avenues

**SECTION - B**

**Answer any FIVE of the following in 150 words**

**(5 x 8 = 40 Marks)**

11. Write on Muthulakshmi Reddy's devoted service of uplifting children and women.
12. Explain 'convergence media' with example.
13. Elucidate the impact of 'yellow journalism' in new media.
14. Evaluate the gender issue through Subaltern view.
15. Write on the service of M.C.Raja for the caste marginalisation.
16. What type of impact is made by the digital media in society?
17. Write a note on social impact of online rummy.

**SECTION – C**

**Answer any TWO of the following in 250 words**

**(2 x 20 = 40 Marks)**

18. What is the role of social media in bringing the unity in caste and religion?
19. Explain the role of Tamil reformers in social marginalisation.
20. 'Gamification and its influence on convergence journalism' – Analyse.

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