



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.Voc. DEGREE EXAMINATION – DIGITAL JOURNALISM

THIRD SEMESTER – NOVEMBER 2024

UDJ 3501 – MEDIA AND THE MARGINS



Date: 08-11-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 am-12:00 pm

SECTION A - K1 (CO1)

Answer ALL the Questions -

(10 x 1 = 10)

1. Definitions

- a) Marginalization.
- b) Subaltern
- c) Political economy of media
- d) Gender discrimination in media
- e) Cross media ownership

2. MCQ

- a) Who among the following contributed to reducing media marginalization?
A) Jyotiba Phule B) Adam Smith C) Karl Marx D) Plato
- b) Which of the following affects media content reach?
A) Language B) Caste C) Economy D) All of the above
- c) "Manufacturing Consent" is authored by:
A) Noam Chomsky B) Jurgen Habermas C) Marshall McLuhan D) Edward Said
- d) Cross-media ownership leads to:
A) Greater diversity in content B) Less diversity in content C) Reduced political influence
D) Increased participation of marginalized communities
- e) Which form of media is more inclusive of marginalized voices?
A) Mainstream media B) Social media C) Print media D) Corporate-owned media

SECTION A - K2 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

3. Match the following

- a) B.R. Ambedkar - i. Study of media ownership influence
- b) Savitribai Phule - ii. Advocate for social equality
- c) Political economy - iii. Social reformer fighting for Dalit rights
- d) Alternate media - iv. Pioneer in women's education
- e) Narayana Guru - v. Platform for marginalized voices

4.	True or False
a)	Social media has no role in amplifying marginalized voices.
b)	Cross-media ownership reduces diversity in content.
c)	B.R. Ambedkar contributed to the representation of Dalits in media.
d)	Gender representation in media has no effect on societal norms.
e)	Mainstream media is more focused on profit than on representing marginalized groups.
SECTION B - K3 (CO2)	
Answer any TWO of the following (2 x 10 = 20)	
5.	Identify the impact of cross-media ownership on marginalized communities.
6.	Experiment how internet-based communication helps reduce marginalization in media.
7.	Identify the role of alternative media in giving voice to underrepresented groups.
8.	Plan and critically assess how political economy influences media portrayal of marginalized communities.
SECTION C – K4 (CO3)	
Answer any TWO of the following (2 x 10 = 20)	
9.	Compare mainstream media's representation of caste and religion.
10.	Critically analyze the contributions of Dr. B.R. Ambedkar and Jyotiba Phule in reducing marginalization through media.
11.	Inspect how gender representation in media affect the societal perception of women?
12.	Examine the role of social media as a tool for marginalized communities to share their stories.
SECTION D – K5 (CO4)	
Answer any ONE of the following (1 x 20 = 20)	
13.	Evaluate the impact of mobile convergence and gamification of media on traditional forms of journalism.
14.	Explain the influence of alternate media setups in representing marginalized voices and how it differs from mainstream media.
SECTION E – K6 (CO5)	
Answer any ONE of the following (1 x 20 = 20)	
15.	Propose a strategy for media organizations to improve their representation of marginalized communities.
16.	Design a media project that focuses on reducing marginalization through participatory journalism.
