

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Voc. DEGREE EXAMINATION – DIGITAL JOURNALISM

THIRD SEMESTER – APRIL 2022

UDJ 3501 – MEDIA AND THE MARGINS

Date: 16-06-2022

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

SECTION A

Answer ALL the Questions

(10 x 2 = 20 Marks)

1. Political purpose.
2. Deviation.
3. Marginalization.
4. Media monopoly.
5. Mooknayak.
6. Media representation.
7. Oru Paisa Tamilan.
8. Gamification of media.
9. Digital divide.
10. Fact checking.

SECTION B

Answer any FIVE of the following in 150 words

(5 x 8 = 40 Marks)

11. Explain the five filters that lead to deviation of media, from its original intentions.
12. Cite at least five media organizations which are accused of vertical or horizontal integration of media.
13. Why did Ambedkar choose Marathi as a medium of communication for his media ventures, while he was well versed in English? Explain.
14. What is the importance of representation of various sections of society in the media? Cite appropriate examples.
15. Write on the journalism of Pandit Ayothi Thass, his journey for liberation of the society and finding Buddhist roots.
16. "Treating the news consumer/audience as a player of a typical game." Describe the impact of this trend.
17. Will the digital divide be worse than the divide between literates and illiterates? Explain.

SECTION C

Answer any TWO of the following in 250 words

(2 x 20 = 40 Marks)

18. Justify your view on the following statement: "Mobile is a tool of empowerment as well as marginalization."
19. Describe how reformer Jyothibai Phule used his media ventures for attaining his goals.
20. Delineate on how caste is the major tool of discrimination in India, leading to marginalization, while racial discrimination is widespread in other countries.

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