

(Please write your Exam Roll No.)

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END TERM EXAMINATION

SIXTH SEMESTER [BJ(MC)] APRIL - MAY 2019

Paper Code: BJ(MC)-306

Subject: Global Media Scenario

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions as directed.

Q1 Write short notes on **any three** of the following:- (3x5=15)

- (a) ASEAN
- (b) International Telecommunication (ITU)
- (c) UNESCO
- (d) Non Aligned News Pool

Q2 Is North and South Divide is a divide among Developed and Developing Nations? Explain in detail. (15)

OR

'The global news and information flow is not balanced'. Comment and elaborate the domination of transnational news agencies. (15)

Q3 Has UN helped in bridging gap between north and south? Enumerate UN functions. (15)

OR

Write short notes on **any two** of the following:- (7.5x2=15)

- (a) Mac Bride Commission
- (b) NWICO
- (c) Struggle for balance of Information flow

Q4 Why is world referred as a Global Village? What are the policies of global communication? (15)

OR

What do you mean by Democratisation of Communication? Why is global communication important? (15)

Q5 Elaborate the Global Media and promotion of cult of stars. Support your answer with examples. (15)

OR

Write short notes on **any two** of the following:- (7.5x2=15)

- (a) Hegemony of International Media Mughals
- (b) Transnational Media and India
- (c) Hollywood' foray into Indian film industry

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