(Please write your Exam Roll No.) *Exam Roll No.* 04221402422

END TERM EXAMINATION

SIXTH SEMESTER BA (JMC) MAY- JUNE 2025

Paper Code: BA(JMC) 304 ***Subject: Global Media: An Overview***

Time: 3 Hours ***Maximum Marks: 75***

Note: Attempt all questions as directed. Internal choice is indicated.

Q1 Attempt **any Five** of the following questions:- **(5x5=25)**

a) North-South divide
b) AFP
c) NWICO
d) International media and its hegemony
e) PTI
f) UNI
g) Reuters
h) Media Imperialism

Q2. "Global news and information flow is being controlled by the developed nations". Explain the statement? **(12.5)**

OR

Q3. What circumstances led to the establishment of the MacBride Commission, Explain the recommendations for NWICO. **(12.5)**

Q4. How does the process of localisation impact the cultural representation within global media content? **(12.5)**

OR

Q5. How does the concept of cultural imperialism manifest in the context of global media, and what are the potential effects on local cultures and identities? **(12.5)**

Q6. Media expanded in India after liberalization of economy? Explain with examples. **(12.5)**

OR

Q7. Discuss how hybrid forms can bridge cultural gaps and create new markets for both local and global content. **(12.5)**

Q8. How do media conglomerates shape the global media landscape? **(12.5)**

OR

Q9. What are major challenges and solutions of Information Age. Explain with relevant examples. **(12.5)**

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