

END TERM EXAMINATION

SIXTH SEMESTER [BA(JMC)] JULY-2023

Paper Code: BA (JMC)-304

Subject: Global Media: AN Overview

Time: 3 Hours

Maximum Marks :75

Note: Attempt all question as directed. Internal Choice is indicated.

- Q1 Write short notes on **any two** of the following: (7.5x2=15)
- (a) Domination of Transnational News Agencies
 - (b) Localisation of Global Media
 - (c) Reporting of Conflicts by Global Media
 - (d) PTI

UNIT-I

- Q2 Discuss the key findings and suggestions of MacBride Commission. Do you believe its recommendations are still relevant and applicable in today's digital age? (15)
- OR**
- Q2 Explain the implications of North-South Divide in Global Communications on media representation and access to technology. (15)

UNIT-II

- Q3 Global Television networks contribute to cultural imperialism, perpetuating dominant narratives and undermining local cultures and identities. Give your views with relevant examples. (15)
- OR**
- Q4 Analyse the benefits and challenges of the growing dominance of international media conglomerates in shaping global media landscapes. (15)

UNIT-III

- Q5 Give an overview of the Global Satellite Systems that are prevalent in India. Explain each of them in detail. (15)
- OR**
- Q6 Examine the impact and influence of Media conglomerates on journalistic integrity and media independence in India. (15)

UNIT-IV

- Q7 What are the challenges of New Information Age especially in developing countries of Global South? (15)
- OR**
- Q8 Do you think that advent of digital communication technologies e facilitated the democratization of communication? (15)
