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Total No. of Pages : 02

Total No. of Questions : 09

BA (JAMC) (2018 Batch) (Sem.-2)

GLOBAL MEDIA AND POLITICS

Subject Code : BAJMC-203-18

M.Code : 75892

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A**1. Write briefly :**

- a) Meaning of propaganda
- b) Any two features of radio as medium
- c) Meaning of conglomerate
- d) Ted Turner
- e) Vietnam War and media
- f) McBride Commission
- g) Embedded journalism
- h) NWICO
- i) Meaning of digital divide
- j) Talk shows on TV



SECTION-B

2. Give a brief overview of the advent of popular media.
3. How did radio change the landscape of international communication?
4. Discuss Zee TV as a pan-Indian channel.
5. What role did media play during the Cold War era?
6. How was the CNN's Gulf War coverage a turning point in satellite transmission?

SECTION-C

7. Explain briefly the impact of globalization on the media in India.
8. "*Cultural imperialism is rising in the world*". Do you agree? Justify your answer.
9. What do you understand by local adaptation of global programmes? Give examples to illustrate your answer.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.