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**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.**