

Roll No. 

Total No. of Pages : 01

Total No. of Questions : 08

M.A. (JAMC) (2018 Batch) (Sem.-3)

**INTERNATIONAL AND INTERCULTURAL COMMUNICATION**

Subject Code : MAJMC-304-18

M.Code : 76740

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION A, B, C & D contains TWO questions each.
2. Attempt any FIVE Questions in all, selecting atleast ONE question from each Section
3. Each question carries TWELVE marks.

**SECTION-A**

1. Define inter-cultural communication. Discuss its scope also. 6+6=12
2. Write an essay on: "Culture as a Social Institution." 12

**SECTION-B**

3. How new technology has affected the traditional Indian culture? Discuss. 12
4. Write a note on "Mass Media as culture manufacturing Industry." 12

**SECTION-C**

5. Discuss political and economic dimensions of international communication. 12
6. Is international news flow imbalanced? What can be done to make it balanced ? Discuss. 12

**SECTION-D**

7. Critically examine the role of major international news agencies. 12
8. Write an essay on: "Cultural Imperialism." 12

**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.**