

END TERM EXAMINATION

SIXTH SEMESTER [BJMC] MAY-2010

Paper Code: BJMC 302

Subject: World Media Scenario

Paper ID: 24302

(Batch: 2005-07)

Time : 3 Hours

Maximum Marks : 75

Note: Attempt all questions. Internal choice is indicated.

- Q1. Write short notes on any five :- (5x3=15)
- (a) Media conglomerates
 - (b) INTELSAT
 - (c) Embedded Journalism
 - (d) Electronic Colonialism
 - (e) CNN
 - (f) Media Moghuls
- Q2. Critically examine the use of media by power blocks and super powers. (15)
- Or
- Recent years have witnessed 'Media explosion' globally and the Third World is no exception. Discuss with special reference to India. (15)
- Q3. What do you understand by demand for New Information Order by Third World Countries? Discuss in the context of UNESCO report suggesting removal of imbalances in information flow between developed and developing countries. (15)
- Or
- Discuss the barriers in the flow of the news in detail. (15)
- Q4. Discuss some of the important information cooperation efforts undertaken by Third World countries. (15)
- Or
- Discuss how rise of Al-Jazeera has led to a change in the culture of broadcasting in International Media. (15)
- Q5. What are the impacts of powerful multi national corporations in global media markets? (15)
- Or
- Elucidate the importance of international communication. Illustrate your answer in the context of global challenges in the information age. (15)

(Please write your Exam Roll No.)

Exam Roll No.

END TERM EXAMINATION

SIXTH SEMESTER BJ(MC) MAY 2008

Paper Code: BJ(MC)- 302

Subject: World Media Scenario

Paper ID--24302

(Batch: 2005)

Time : 3 Hours

Maximum Marks :75

Note: Attempt five questions including Q.1 which is compulsory. All questions carry 15 marks each.

- Q.1 'There is always a convergence of and clash of interest between the military and the media. The military is shy to share information in the interest of national security, whereas media is always eager to expose it'. Analyse this statement and suggest ways to improve military coverage in media to sustain people's faith in armed forces?
- Q.2 The differences between the North and South are a legacy of the colonial past where dominance and oppression were more marked. Discuss the dimension of these differences?
- Q.3 What is New World Information and Communication Order? Discuss its character and contents?
- Q.4 One of the recommendations of MacBride Commission-Many Voices, One World – is about democratization of communication. Explain this with particular reference to human rights, removal of obstacles, diversity and choice, integration and people's participation?
- Q.5 UN has declared 2 October, Mahatma Gandhi's birthday, as Day of Non-Violence at international level. At national level Gandhiji is called educative journalist. Discuss his contributions to Indian Journalism, since he practiced journalism as a mission with restraint?
- Q.6 Sixty two countries formed the Non-aligned News Agencies Pool in 1976. Critically examine the strength and weakness of the Pool in comparison with the Western news agencies.
- Q.7 The right to communication is a basic individual right, as well as a collective one and its fullest possible exercise is vital for democratic participation of citizens. Discuss with examples?
- Q.8 Discuss the present consequences of flow of information by four – AFP, AP, UPI and Reuters – transnational news agencies for the third world countries?
- Q.9 Write short notes on **any three**:
- (a) Globalisation and media
 - (b) Digital Divide
 - (c) Barriers to the flow of news
 - (d) Media ethics
 - (e) International programme for development of communication (IPDC)

(Please write your Exam Roll No.)

Exam Roll No.

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ANNUAL EXAMINATION

SIXTH SEMESTER BJ(MC) MAY 2008

Paper Code: BJ(MC)- 302

Subject: World Media Scenario

Paper ID--24302

(Batch 2001-2004)

Time : 3 Hours

Maximum Marks :75

Note: Attempt five questions in all including Q.No.1 which is compulsory.

- Q.1 (a) Which city is Reuters located in? (1)
(b) What role does media play in society? (2)
(c) How does television contribute to society? (1)
(d) What is a communication loop? (1)
(e) Explain the two-step communication theory? (2)
(f) Can the media as an institution remain objective? (2)
(g) Name the theorist of communication theory? (1)
(h) What is the NAM position on media? (2)
(i) Which country is associated with XinRua? (1)
(j) Is a newspaper a product or a service? (2)
- Q.2 Explain the impact of globalization on the media? (15)
- Q.3 How does the media contribute to the democratic process? (15)
- Q.4 Highlight two differences between English and non English media organs both print and electronic? (15)
- Q.5 "The newspaper industry is also known as 'enlightenment' industry."
Elaborate. (15)
- Q.6 Explain the difference between paid and unpaid information in the print media? (15)
- Q.7 What were Gandhiji's views on media. (15)
- Q.8 Write short notes on any three of the following: (7.5X2=15)
(a) Five largest newspapers in the world in terms of circulation figures.
(b) Role of media during a war.
(c) Any five well known news agencies.
(d) Relationship between newspapers and news agencies?
- Q.9 Write notes on any two: (7.5x2=15)
(a) Media as a source of disinformation
(b) Media as a tool of transparency in governance
(c) Distinguish between defence analyst and war correspondent
(d) Advertorial in a newspaper or news magazine.
(e) Bamboo Curtain

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SIXTH SEMESTER [BJ(MC)] MAY- JUNE 2007

Paper Code: BJ(MC)-302

Subject: World Media Scenario

Time : 3 Hours

Maximum Marks :75

Note: Attempt any five questions. All questions carry equal marks.(15 marks each)

- Q1 What do you understand by cultural imperialism? Do you think it is irrelevant after the end of cold war? Comment.
- Q2 Elaborate the issues raised by the developing countries during the 70s and 80s in relation to their demand for a New World Information and Communication Order.
- Q3 What is the relevance of Mc Bride Commission report in present global media scenario? Discuss.
- Q4 Who are the movers and shakers of world media? Describe the role of global media giants like CNN, BBC, Time and News Corporation in forming the world opinion.
- Q5 "Communication and information revolution is a myth." Critically examine this statement.
- Q6 Analyse the phenomenon of digital divide in the context of developing and poor countries.
- Q7 Do you think that the internet is a democratic media? Discuss in the context of growing trend of citizen journalism and blogging.
- Q8 Discuss the need of a 24 hours news channel for South Asia. Do you think it is viable? Should India take the lead in launching this channel?
- Q9 Write short comments on any two:
- (a) Non- Aligned News Pool
 - (b) Media and Globalisation
 - (c) Control and Management of Internet
 - (d) Information Society
