

Roll No.

Total No. of Pages : 02

Total No. of Questions : 18

BA (JAMC) (Sem.-5)
GLOBAL MEDIA
Subject Code : BAJMC502-18
M.Code : 78203

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION 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

Answer briefly :

- 1) Discuss the international media's coverage of Covid-19.
- 2) What is Globalization in media studies?
- 3) What is global mass communication?
- 4) Impact of satellite on global communication.
- 5) What is Media conglomerates?
- 6) What are the 3 market forces?
- 7) What are the factors that affect price?
- 8) What is global technology?
- 9) What is the role of technology in globalization?
- 10) What is cultural imperialism give an example?

SECTION-B

- 11) Write a detailed note on New York Times.
- 12) Explain the development of Radio 'Voice of America'.
- 13) What do you understand by the term 'Information war'?
- 14) How media is shaped by the external market forces?
- 15) What do you understand by the term 'Global satellite system'?

SECTION-C

- 16) Describe the evolution of International media organization 'BBC'.
- 17) Explain the concept of media imperialism.
- 18) What is the difference between Information and Misinformation?

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