

Roll No. ....

Total Pages : 3

**351302**

December 2023

B.A. (JMC) IIIrd Semester

Global Media (BJMC-302-21)

Time : 3 Hours

[Max. Marks : 75

Instructions :

1. It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.
2. Answer any four questions from Part-B in detail.
3. Different sub-parts of a question are to be attempted adjacent to each other.

**PART-A**

1. (a) What is Globalization in Media Studies? (1.5)
- (b) Define the term Conglomerate. (1.5)
- (c) Define Embedded Journalism. (1.5)
- (d) Explain the term Digital Divide. (1.5)
- (e) Briefly discuss the role of NAM. (1.5)
- (f) Explain the term Quantitative & Qualitative. (1.5)
- (g) Write any three challenges a reporter face during reporting from conflict zones. (1.5)
- (h) Briefly discuss about AP & AFP. (1.5)

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- (i) Briefly discuss the Global impact on regional politics. (1.5)
- (j) Global Media & Regional Media. Discuss (1.5)

**PART-B**

- 2. (a) New Media is the future and there is nothing called a geographical barrier in communication today. Explain this with reference to popular websites and Social Media tools used by young people around the Globe. (10)
- (b) Explain the difference in Information and Mis-information. (5)
- 3. (a) What do you understand by local adaptation of Global programs? Give examples to illustrate your answer. (5)
- (b) Marshall Mc. Luhan's vision of the world becoming a global village is now a reality. Explain this from Indian Media perspective stand point & the role played by satellite TV. (10)
- 4. (a) Explain NWICO. (7.5)
- (b) Explain NNN. (7.5)
- 5. (a) Discuss with an example major media houses have the power to influence public opinion. (5)
- (b) "Mainstream Media has become more concentrated in terms of ownership" comment with examples. (10)

- 6. (a) What are the issues & Challenges faced globally in the New Information Age? (10)
- (b) Briefly discuss the role of technology in Globalisation (5)

7. Write short notes on the following :

- (a) Mac Bride Commission. (7.5)
- (b) Barriers to flow of News & Information. (7.5)