

(Please write your Exam Roll No.)

Exam Roll No. 04521402414

END TERM EXAMINATION

SIXTH SEMESTER [BJMC] MAY 2017

Paper Code: BJMC-306

Subject: Global Media Scenario

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions including Q no.1 which is compulsory.
Internal choice is indicated.

- Q1 Write short note on **any three** of the following:- (3x5=15)
- (a) Face book and Twitter
 - (b) MacBride Report
 - (c) The role of TRAI in National Media Policies
 - (d) The great North South divide
- Q2 How will you differentiate between news agencies like PTI/UNI on one hand and Reuters/AP on the other? Why do major media houses often prefer transnational news agencies? (15)
- Q3 What led to the birth of the New Information and Communication Order (NWICO)? (15)
- OR
- What does a "new world information order" mean and what is its inter-relationship with the new international economic order? (15)
- Q4 Marshall McLuhan's vision of the world becoming a global village is now a reality. Explain this from Indian media perspective stand point and the role played by satellite TV. (15)
- Q5 "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. (15)
- Q6 Write notes on **any two** of the following:- (2x7.5=15)
- (a) Impact of Hollywood on Indian Cinema.
 - (b) Discuss with an example. Major Media houses have the power to influence public opinion.
 - (c) Democratization of Information.

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