

**Roll No.**

**Total No. of Pages : 02**

**Total No. of Questions : 09**

BA (JAMC) (2018 Batch) (Sem.-2)

## GLOBAL MEDIA AND POLITICS

**Subject Code : BAJMC-203-18**

**M.Code : 75892**

**Time : 3 Hrs.**

**Max. Marks : 60**

### INSTRUCTIONS 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

1. Write briefly :
- a) Meaning of propaganda
  - b) **Any two** features of radio as medium
  - c) Meaning of conglomerate
  - d) Ted Turner
  - e) Vietnam War and media
  - f) McBride Commission
  - g) Embedded journalism
  - h) NWICO
  - i) Meaning of digital divide
  - j) Talk shows on TV

## SECTION-B

2. Give a brief overview of the advent of popular media.
3. How did radio change the landscape of international communication?
4. Discuss Zee TV as a pan-Indian channel.
5. What role did media play during the Cold War era?
6. How was the CNN's Gulf War coverage a turning point in satellite transmission?

## SECTION-C

7. Explain briefly the impact of globalization on the media in India.
8. “*Cultural imperialism is rising in the world*”. Do you agree? Justify your answer.
9. What do you understand by local adaptation of global programmes? Give examples to illustrate your answer.

**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.**