

**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?

**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.**