

Roll No.

Total No. of Pages : 01

Total No. of Questions : 08

M.A. (JAMC) (2018 Batch) (Sem.-3)

INTERNATIONAL AND INTERCULTURAL COMMUNICATION

Subject Code : MAJMC-304-18

M.Code : 76740

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION A, B, C & D contains TWO questions each.
2. Attempt any FIVE Questions in all, selecting atleast ONE question from each Section
3. Each question carries TWELVE marks.

UNIT-I

1. Critically analyse the relationship between culture and communication.
2. How modern mass media are the vehicles of intercultural communication? Discuss.

UNIT-II

3. Discuss barriers in intercultural communication. Which barrier is most powerful? Discuss.
4. Discuss the effects of globalization on culture and communication.

UNIT-III

5. At present, what are the major issues in international communication? Discuss.
6. Write an essay on : "Communication as a human right."

UNIT-IV

7. What are the mertern news values? How are these affecting the Indian media? Discuss.
8. Write notes on the following :
a) Information super highways b) NWICO

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.