

C 4672

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Name.....

Reg. No.....

**SECOND SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, APRIL 2021**

(CBCSS)

Journalism and Mass Communication

MCJ 2C 05—GLOBAL COMMUNICATION

(2019 Admissions)

Time : Three Hours

Maximum : 30 Weightage

General Instructions

1. *In cases where choices are provided, students can attend **all** questions in each section.*
2. *The minimum number of questions to be attended from the Section / Part shall remain the same.*
3. *There will be an overall ceiling for each Section / Part that is equivalent to the maximum weightage of the Section / Part.*

I. Write short notes on any *four* of the following. Each question carries 2 weightage :

- (a) Cultural imperialism.
- (b) McBride Report.
- (c) Media corporations.
- (d) Nielsen Holdings.
- (e) Globalisation.
- (f) Monopoly.
- (g) Corporatization.

(4 × 2 = 8 weightage)

II. Write short essay on any *four* of the following. Each question carries 3 weightage :

- (a) Write briefly on global media structure.
- (b) Define global communication.
- (c) Briefly discuss the current trends in Indian media.

Turn over

- (d) Elaborate on Mowlana's model of international communication.
- (e) Briefly discuss on the telecommunication polices in India.
- (f) Elaborate on any two global media corporations.
- (g) Discuss briefly on the impact of FDI in Indian media.

(4 × 3 = 12 weightage)

III. Write long essays on any *two* of the following. Each question carries 5 weightage :

- (a) How effective are the Indian media giants and discuss their impact on the country and on the global ?
- (b) What influence will be the impact of international communication models and its effect on our lives ?
- (c) Discuss the effects of globalisation in the national media structure and how did it give rise to international media dependency.
- (d) What are the pros and cons of global communication ? Give a detailed historical account of its development.

(2 × 5 = 10 weightage)