

C 82986

Name.....

Reg. No.....

SECOND SEMESTER M.A./M.Sc./M.Com. DEGREE EXAMINATION, JUNE 2020

(CBCSS)

Journalism and Mass Communication

MCJ 2C 05—GLOBAL COMMUNICATION

(2019 Admissions)

Time : Three Hours

Maximum : 30 Weightage

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

- (a) Global communication.
- (b) Media consolidation.
- (c) Telecommunication policies.
- (d) Mowlana's models.
- (e) Media corporations.
- (f) Flow of information.
- (g) Media monopoly.

(4 × 2 = 8 weightage)

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

- (a) Elaborate on Mowlana's Central-periphery Model of News Flow.
- (b) Write briefly on origin of globalisation and liberalization.
- (c) Define global media structure and dependency.
- (d) Briefly examine the contemporary developments in Indian media.
- (e) Elaborate on any two global media corporations and discuss their strategy.
- (f) Examine the impact of Global media on Indian media and its content strategy.
- (g) Briefly discuss on Global rating and Advertising corporations.

(4 × 3 = 12 weightage)

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

- (a) Discuss the origin of globalisation, multinational media ownership and control which shaped the current Global media.
- (b) Critically analyse International media dependency and how Cultural imperialism. Media transnationalism shapes our world ?
- (c) Elaborately discuss about the following media corporations : Internet corporations, Global rating advertising corporations.
- (d) Write and discuss about the following : i) Global interest on Indian entertainment industry ii) Global presence of Indian films iii) Hollywood in India.

(2 × 5 = 10 weightage)