

23/08/2023

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(Pages : 2)

Name.....

Reg. No.....

**SECOND SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, APRIL 2023**

(CBCSS)

Journalism and Mass Communication

MCJ 2C 05—GLOBAL COMMUNICATION

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

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

- a) Define Global Communication.
- b) International News agencies.
- c) Cultural Imperialism.
- d) Nielsen Holdings.
- e) NWICO.
- f) Microsoft.
- g) Walt Disney.

(4 × 2 = 8 weightage)

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

- a) Discuss the International Media dependency.
- b) Briefly describe the historical account of global communication.
- c) What is Sepstrap's model of transnational television flow ?
- d) Explain the importance of telecommunication policies.
- e) Illustrate the process of media trans-nationalization.
- f) Discuss the structure of media from a global perspective.
- g) Explain Mowlana's Central-Periphery model of news flow.

(4 × 3 = 12 weightage)

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

- a) Discuss the Contemporary Trends in Indian Media.
- b) Illustrate the impact of Global Interest in the Indian Entertainment Industry.
- c) Explain the origin of globalization.
- d) Elucidate the North South Round Flow Model of News.

(2 × 5 = 10 weightage)