

Bharati Vidyapeeth's
Institute of Computer Applications and Management (BVICAM)
A-4, Paschim Vihar, New Delhi-63
SIXTH SEMESTER [BA (JMC)] Internal Examination, MARCH 2024

Paper Code: BA (JMC) 304

Subject: Global Media: An Overview

Time: 2 Hours

Maximum Marks: 45

Note: Attempt THREE questions in all. Question No. 1 is compulsory, and attempt one question from each unit.

1.	Answer all the following questions briefly: -		1.5 × 10 = 15
	(a)	Explain the key factors contributing to the North-South information divide in Global Communication?	CO1
	(b)	Discuss the significance of Transnational News Agencies	CO1
	(c)	Explain the Barriers to the flow of News and Information	CO2
	(d)	How do barriers like censorship and technological limitations impact the free flow of news and information globally?	CO1
	(e)	Assess the effectiveness of Media Imperialism, and how does it affect local cultures and media industries?	CO2
	(f)	Explain NWICO	CO1
	(g)	Analyze the influence of international multimedia giants	CO2
	(h)	How does CNN being shown all around the world affect different cultures, and what do people everywhere think about it?	CO3
	(i)	Write Short Notes on any two : NEWSCORP, DISNEY, AOL-TIMEWARNER, VIACOM, Star Network	CO2
	(j)	Describe the role of Indian News Agency in context to Global News Dissemination	CO3
UNIT - I			
2.	(a)	Identify the major transnational news agencies dominating the global communication landscape post-World War II.	5 CO1

	(b)	Write some of the barriers hindering the flow of news and information during the post-World War II era.	5	CO1
	(c)	List the recommendations proposed by the MacBride Commission for the New World Information and Communication Order (NWICO).	5	CO2
3.	(a)	Explain how the North-South divide influenced global communication systems post-World War II.	5	CO2
	(b)	Describe the significance of the MacBride Commission in addressing the imbalance in global information flow.	5	CO2
	(c)	Illustrate how the domination of transnational news agencies impacted the representation of news on a global scale.	5	CO2
UNIT – II				
4.	(a)	Identify examples of international multimedia giants that emerged post-World War II.	5	CO1, 2
	(b)	Discuss and explain the media conglomerates often associated with the concept of media imperialism.	5	CO2
	(c)	List examples of international television networks known for their cultural influence globally.	5	CO2
5.	(a)	Explain the relationship between media imperialism and the localization of global media.	5	CO1, 2
	(b)	Evaluate the role of international multimedia giants in shaping public opinion on global issues.	5	CO3
	(c)	Describe the role of international multimedia giants in shaping global media consumption patterns.	5	CO2, 3