



**BHARATI VIDYAPEETH'S  
INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT**

(Affiliated to Guru Gobind Singh Indraprastha University, Approved by AICTE, New Delhi)

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**Course Code:** BAJMC 304

**Course Name:** Global Media: An Overview

**Assignment 1**

(Based on Unit-Iand2)

1. Explore the evolving role of journalism in the new information age and its impact on global communication. (BTL6-Analyze)
2. Demonstrate how journalists utilize new media technologies to disseminate news and engage with audiences worldwide. (BTL6-Create)
3. Explain the concept of the North-South Divide in global communication and its impact on information flow. (BTL4-Explain)
4. Analyze the dominance of transnational news agencies like BBC, AP, AFP, Reuters, ITTAR-TASS, and UPI in shaping global news dissemination. (BTL6 -Analyze)
5. Identify and discuss the barriers that hinder the smooth flow of news and information across borders and cultures. (BTL4-Analyze)
6. Evaluate the recommendations made by the MacBride Commission for the New World Information and Communication Order (NWICO) and their relevance in today's context. (BTL4-Evaluate)
7. Analyze the role and contributions of Indian news agencies (PTI, UNI, IANS, ANI, Hindustan Samachar) in the global media landscape. (BTL6-Analyze)
8. Discuss the challenges and opportunities faced by Indian news agencies in the era of global communication. (BTL6-Create)