



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

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Course Code: BAJMC 304

Course Name: Global Media: An Overview

Assignment 2

(Based on Unit-3)

1. Analyze the functioning and contributions of major news agencies in India such as PTI, UNI, IANS, ANI, and Hindustan Samachar in shaping global news dissemination. (BTL6 - Analyze)
2. Compare and contrast the roles and objectives of government-owned and private sector media conglomerates in India. Assess their impact on the global media landscape and information flow. (BTL6 - Evaluate)
3. Elaborate on the concept of entertainment in the context of Indian media, highlighting the differences between local, global, and hybrid content. Discuss how such content influences the global entertainment industry. (BTL4 - Explain)
4. Evaluate the significance of the global satellite system, including Cable & Satellite TV (C&S), Direct-To-Home (DTH), Internet Protocol TV (IPTV), and Conditional Access System (CAS), in facilitating international communication and news dissemination. How has this system revolutionized the way news and entertainment reach global audiences? (BTL4 - Evaluate)