

Bharati Vidyapeeth's
Institute of Computer Applications and Management (BVICAM)

A-4, Paschim Vihar, New Delhi-63

SIXTH SEMESTER [BAJMC] 2023

MODEL QUESTION PAPER

Paper Code: BAJMC-304

Subject: Global Media: An Overview

Time: 2 Hours

Maximum Marks: 75

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: -		2.5 × 10 = 25	
	(a)	How does the North-South divide influence global communication systems and information flow?		CO1
	(b)	Discuss the dominance of transnational news agencies such as BBC, AP, and Reuters in shaping global media narratives.		CO2
	(c)	What are the primary barriers to the free flow of news and information in the global communication landscape?		CO1
	(d)	Explain the recommendations made by the MacBride Commission regarding the New World Information and Communication Order (NWICO).		CO1
	(e)	How does media imperialism intersect with the localization of global media content? Provide examples.		CO2
	(f)	Analyze the influence of international multimedia giants like NEWS CORP, DISNEY, and VIACOM on global media dynamics.		CO2
	(g)	Discuss the role of global television networks such as CNN and MTV in perpetuating cultural imperialism.		CO2
	(h)	What are the prevailing international practices regarding visual coverage and regulations in media exchange? Provide examples.		CO3
	(i)	Evaluate the significance of Indian news agencies like PTI, UNI, and ANI in the global media landscape.		CO3
	(j)	How does the global satellite system, including Cable & Satellite TV (C&S) and Direct-To-Home (DTH), impact the dissemination of media content, especially in the context of India?		CO3
UNIT - I				
2.	(a)	How does the domination of transnational news agencies like BBC and Reuters affect the representation of global events in the media?	6	CO1
	(b)	Evaluate the effectiveness of the recommendations made by the MacBride Commission in addressing the imbalance of information flow.	6.5	CO4
3.	(a)	Discuss the historical context and implications of the North-South divide in global communication and information flow.	6	CO1
	(b)	Identify and classify the barriers to the free flow of news and information	6.5	CO1

		globally, considering technological advancements and political dynamics.		
UNIT - II				
4.	(a)	Explain how media imperialism and cultural localization intersect in the context of global media giants like NEWSORP and DISNEY.	6	CO4
	(b)	Evaluate the influence of international multimedia conglomerates on shaping cultural perceptions and media consumption patterns worldwide.	6.5	CO2
5.	(a)	Analyze the challenges faced by local media outlets in competing with global media giants and propose strategies for their survival and growth.	6	CO2
	(b)	Compare and contrast the strategies employed by global television networks such as CNN and MTV to cater to diverse international audiences while maintaining their brand identity.	6.5	CO2
UNIT - III				
6.	(a)	Evaluate the role of Indian news agencies like PTI and UNI in providing global coverage and shaping international perceptions of India.	6	CO3
	(b)	Analyze the influence of government and private sector media conglomerates on the content and distribution landscape of Indian media.	6.5	CO4
7.	(a)	Explain the impact of global satellite systems such as Cable & Satellite TV (C&S) and Direct-To-Home (DTH) on the Indian media industry.	6	CO3
	(b)	Predict the future trends in the Indian entertainment industry, considering the globalization of content and changing audience preferences.	6.5	CO4
UNIT - IV				
8.	(a)	Investigate the challenges faced by media organizations in reporting international conflicts and crises, considering biases and political pressures.	6	CO4
	(b)	Discuss the democratization of communication through internet journalism and social media platforms and its implications for traditional media structures.	6.5	CO5
9.	(a)	Interpret the impact of media conglomerates and monopolies on media diversity, freedom of expression, and democratic principles.	6	CO4
	(b)	Critique the global challenges posed by emerging technologies and digital disruption in the media industry, focusing on ethical considerations and quality journalism standards.	6.5	CO4