



Pre-requisite based Study Material

for

Global Media: An Overview

(BA(JMC)-304)

by

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Global Communication Dynamics

Global Communication: North-South Divide

Explore disparities in information access and distribution between different regions.

Transnational News Agencies

Understand the influence of major agencies like BBC, AP, and Reuters on global news dissemination.

Barriers to Information Flow

Analyze factors hindering equitable access to information worldwide.

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Global Communication Giants

Media Imperialism & Localisation

Examine the balance between global media influence and local cultural representation.


International Multimedia Giants

Investigate the dominance of corporations like NEWSORP and Disney in shaping global media content.

Cultural Imperialism via Television

Discuss the impact of networks like CNN and MTV on global cultural exchange.

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 **Indian Media Landscape**

News Agencies
Explore the role of agencies like PTI and UNI in Indian news dissemination.

Government vs. Private Media
Compare the influence of state-owned and private media conglomerates.

Entertainment Dynamics
Analyze the blend of local, global, and hybrid content in Indian entertainment.

Satellite Systems
Understand the evolution and impact of cable, satellite, and IPTV systems in India.

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 **Media in Market Dynamics**

Reporting International Issues
Evaluate media coverage of global conflicts and issues.

Media Monopolies
Discuss the implications of conglomerate dominance on media diversity.

Democratizing Communication
Explore the role of internet journalism in promoting horizontal communication.

Challenges in the Information Age: Reflect on global challenges posed by rapid information exchange and technological advancements.

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