

(Please write your Exam Roll No.)

Exam Roll No.

END TERM EXAMINATION

SIXTH SEMESTER [BJ(MC)] SEPTEMBER-OCTOBER 2020

Paper Code: BJ (MC)-306

Subject: Global Media Scenario

(Upto-2015 Batch)

Time: 2 Hours

Maximum Marks:75

Note: Attempt any three questions.

- Q1 Write short notes on **any five** of the following: (5x5=25)
- Media Ethics
 - Globalisation and Media
 - Transnational News agencies
 - Non- aligned News agency pool
 - Citizen Journalism
 - Democratic Media
- Q2 What are the barriers to the flow of news and information in the global communication scenario? What attempts have been made to overcome these barriers? (25)
- Q3 Explain North-South Divide. Can the digital divide be characterised as North South divide? Elaborate. (25)
- Q4 Discuss the challenges faced by the mediapersons, globally, while reporting controversial issues. Explain with an example. (25)
- Q5 Elaborate on the role of United Nations for bridging the North- south divide. Did the Mac Bride Commission play any significant role in balancing the information flow? (25)
- Q6 Write notes on **any two** of the following: (12.5x2=25)
- NWICO
 - Democratisation of Communication
 - Global Village and Media
- Q7 Elaborate 'Media Hegemony'. What is Hegemony of International Media Mughals? (25)
- Q8 Write notes on **any two** of the following: (12.5x2=25)
- Transnational Media and India
 - Global Media and Promotion of the cult of stars
 - Hollywood's foray into Indian film industry

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SIXTH SEMESTER [BA(JMC)] SEPTEMBER-OCTOBER 2020

Paper Code: BA (JMC)-306

Subject: Environment Communication

Time: 2 Hours

Maximum Marks:75

Note: Attempt any three questions.

- Q1 Describe Environment Communication. What strategies can be adopted for effective environment communication with public? (25)
- Q2 Write notes on **any two** of the following: (25)
- (a) Role of government in protecting environment
 - (b) Media, Environment and Human Welfare
 - (c) Consumerism and development
 - (d) Ecosystem
 - (e) Thermal Pollution
- Q3 What are the problems regarding Natural resources faced by India? How can media help in conservation of Natural resources? (25)
- Q4 Explain the concept of Biodiversity. What are the threats to Biodiversity? Is media playing its role of informing and sensitising the public about the Biodiversity crisis? (25)
- Q5 Write notes on **any two** of the following: (12.5x2=25)
- (a) Endangered and Endemic Species of India
 - (b) Ecological Succession
 - (c) Need and Importance of NDMA
- Q6 Elaborate the role of media in Disaster Management. Support your answer with an example. (25)
- Q7 What do you mean by Environmental Pollution? What control measures can be taken to reduce the air pollution after Diwali in India. (25)
- Q8 Can Climate Change and Global Warming be used interchangeably? Elaborate. Explain any one social movement related to environment in detail. (25)

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END TERM EXAMINATION

SIXTH SEMESTER [BJ(MC)] SEPTEMBER 2020

Paper Code: BJ(MC)-304

Subject: Contemporary Issues

Time : 2 Hours

Maximum Marks :75

Note: Attempt any three questions. All questions carry equal marks.

- Q1 Write short notes on any two of the following:-
- (a) SAARC
 - (b) Naxalism
 - (c) Surgical Strike
 - (d) Consumerism
- Q2 What is the current scenario of India and Pakistan relations? Explain in detail.
- Q3 What is the root cause of tension between India and Pakistan?
- Q4 What has been the impact of demonetization? Has it made the economy strong?
- Q5 What are the gender concerns to be met by India in order to achieve sustainable development goals? Substantiate with relevant data.
- Q6 Has growth of poverty been checked by various governments after independence? Explain in detail.
- Q7 What are the major poverty alleviation programmes initiated by the current NDA Government?
- Q8 'Political parties give tickets to criminal background candidates.' Do you agree? Give reasons.

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(Upto-2015 Batch)

Time: 2 Hours

Maximum Marks:75

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 - (c) Hollywood's foray into Indian film industry

END TERM EXAMINATION

SIXTH SEMESTER [BA(JMC)] SEPTEMBER-OCTOBER 2020

Paper Code: BA (JMC)-304

Subject: Global Media: An Overview

Time: 2 Hours

Maximum Marks:75

Note: Attempt any three questions. Internal choice is indicated.

- Q1 Write short notes on **any two** of the following: (12.5x2=25)
- (a) Media Conglomerates
 - (b) Vertical Communication
 - (c) North South Divide

- Q2 What is MacBride Commission? What did the McBride Commission write in its report and what recommendations for NWICO. (25)

OR

Write short notes on **any three** of the following:

- (a) VIACOM
- (b) Impact of Satellite on Global Communication
- (c) Cable and Satellite TV
- (d) Hybrid Entertainment

- Q3 What do you mean by Localization of Global Media? Discuss the impact of Localization of Global media in India. (25)

OR

Write short notes on **any two** of the following: (12.5x2=25)

- (a) Global Television and Cultural Imperialism
- (b) Media Monopolies
- (c) Democratizing Communication

- Q4 Write short notes on **any two** of the following: (12.5x2=25)

- (a) Internet Protocol TV (IPTV)
- (b) Internet Journalism
- (c) Hindustan Samachar
- (d) Media Imperialism

OR

How will you differentiate between news agencies like PTI/UNI on one hand and Reuters/AP on the other? Why do major media houses often prefer transnational news agencies?

- Q5 Write short notes on any two of the following: (12.5x2=25)

- (a) Changing trends in global information flow
- (b) NEWSCORP
- (c) Barriers to flow of News and Information

OR

What are the various issues and challenges faced globally in the new information age? Explain in details.

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