WEST BENGAL STATE UNIVERSITY

B.A. Honours 5th Semester Examination, 2021-22

JORACOR11T-JOURNALISM AND MASS COMMUNICATION (CC11)

GLOBAL MEDIA AND POLITICS

Time Allotted: 2 Hours   Full Marks: 50

The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.

1.   Answer any *five* questions from the following: 2×5 = 10

   (a) Digital Divide.

   (b) What is Globalization?

   (c) What is free economy?

   (d) When and where was NAM formed?

   (e) When did the MacBride Commission submitted its report on the issue of news flow from Developed to the Developing countries?

   (f) Who took the initiative in 1975 to start Third World news agency NANAP?

   (g) Which inventor conducted the first radio transmission in the year 1895?

   (h) What is Global Culture?

2.   Answer any *four* questions from the following: 10×4 = 40

   (a) What is cultural imperialism? What are the causes of cultural imperialism?   4+6

   (b) How did Al Jazeera grab world's attention since its inception?   10

   (c) "The emergence of New Media has made organizations like the Non Aligned News Agency Pool irrelevant." Do you agree with this statement? Discuss giving reasons in support of your answer.   10

   (d) Most of the Indian reality shows are adapted from global programmes. Discuss with examples.   10

   (e) Discuss the role of media during Cold War. How did the 'Cold War' help the communication technology to develop?   10

   (f) Write short notes on any *two* of the following: 5+5

      (i)   BBC

      (ii)   Media Conglomerate

      (iii) Radio Liberty

      (iv)   9/11 and implications for the media.

   N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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