

<b>St. Philomena's College (Autonomous), Mysore</b>			
<b>PG Department of Studies and Research in Journalism and Mass Communication</b>			
<b>Question Bank (Revised Curriculum 2018 onwards)</b>			
<b>First Year- Second Semester ( 2018 -20 Batch)</b>			
<b>Course Title (Paper Title): Global Communication. QP Code:60101</b>			
<b>Unit</b>	<b>Sl. No</b>	<b>Questions – PART - A</b>	<b>Marks</b>
1	1.	Define News pool	2
1	2.	What is the meaning of Cold War?	2
1	3.	Mention the agents of communication	2
1	4.	What is the title of MacBride Commission Report?	2
1	5.	Name two media moghals.	2
1	6.	What is Cultural Imperialism?	2
1	7.	Define Media Imperialism	2
1	8.	What is Structural Imperialism?	2
1	9.	Give meaning of Hybridity	2
1	10.	Give examples for alternative media	2
1	11.	Define News Agency	2
1	12.	What are the alternate names for news agency?	2
1	13.	Define Global Communication	2
1	14.	Which are known as Modern Empires in Media?	2
1	15.	Who is the richest Media Moghul in media industry today?	2
1	16.	Define News	2
1	17.	Which is the world's oldest news magazine?	2
1	18.	Define Citizen Journalism	2
2	19.	Expand ASEAN	2
2	20.	What does Unipolar World mean?	2
2	21.	Expand NWICO	2
2	22.	Expand UNDP	2
2	23.	What is the meaning of G8 Countries?	2
2	24.	Expand AFP and AP	2

2	25.	Expand UNESCO	2
2	26.	What does Free Trade means?	2
2	27.	Define Communication Policy	2
2	28.	What is ITU?	2
2	29.	Who is known as founding father of Media Economics?	2
2	30.	What is meta-data	2
2	31.	What was GATT replaced with?	2
3	32.	Define Media Pluralism	2
3	33.	What is the Indian Rank in World Press Freedom Index?	2
3	34.	Who brings out the report on World Media Freedom?	2
3	35.	When is the World Press Day celebrated?	2
3	36.	Define Duopoly	2
3	37.	Which is the World's largest radio network?	2
3	38.	Define Digital Divide	2
3	39.	Define Regionalism	2
3	40.	Define Chain Ownership	2
3	41.	Give two examples for Global Conglomerate	2
3	42.	Define Vertical & Horizontal Ownership	2
3	43.	What is Technological Convergence?	2
3	44.	Give examples for Diversification	2
3	45.	What is Polarized Pluralism?	2
3	46.	Define Zero Rating	2
3	47.	Define Pop Culture	2
3	48.	Define Transnational Corporation	2
3	49.	Give two examples for new economic models in media	2
4	50.	Define Cultural Diplomacy	2
4	51.	Which is termed as Fifth Estate by Dutton?	2
<b>Unit</b>	<b>Sl. No</b>	<b>Questions – PART - B</b>	<b>Marks</b>
1	52.	Examine the contributions of international media to contemporary International Communication	10
1	53.	Discuss the role of global media conglomerates in setting the global media agenda	10

1	54.	Identify and explain characteristics of International Communication	10
1	55.	Examine ways through which International Communication has contributed to world development	10
1	56.	Explain ways through which International Communication has influenced globalization	10
1	57.	Explain the place of media imperialism and dependency in the international communication arena	10
1	58.	Describe the changes in the media of third world countries.	10
1	59.	What are transnational news agencies? State the functions.	10
1	60.	Explain access to information as an international problem.	10
1	61.	Explain cultural imperialism in news information over the world.	10
1	62.	Evaluate communication as an international power.	10
1	63.	Define Global Communication and bring out the scope of the same	10
1	64.	What are the uses of Global Communication?	10
1	65.	Write a note on “The Right to inform and be informed”	10
1	65.	Analyze the directionality of news flow through Structural Imperialistic Theory	10
1	67.	Explain Cultural Imperialism with examples	10
1	68.	Re-construct the counter arguments of Contra flows	10
1	69.	Write a note on Reuters and AP	10
1	70.	Define News Agency and Write a note on any two of them	10
2	71.	Discuss UNESCO’s contribution in promoting the use of Information and Communication technologies in the last two decades.	10
2	72.	Analyze the current Global Media Trends	10
2	73.	What is Press Freedom? Why is it important?	10
2	74.	Media doesn't have a border anymore. Debate	10
2	75.	Elucidate importance of Media Economics in Global Communication	10
2	76.	Inspect into the externalities of dual relations in Media Globalization	10
2	77.	Define Communication Policy & Layout its objectives	10
2	78.	Critically evaluate GATT	10
2	79.	Analyze importance of UNESCO	10
2	80.	In a digital world, a communication policy on airwave is necessary. Analyze in light of ITU	10
3	81.	Critically evaluate Global News Duopoly	10
3	82.	Democratization of News Sphere is reality. Justify	10
3	83.	Examine Cross-Media Ownership & Vertical Ownership with examples	10

3	84.	Conglomeration is the way forward. Justify	10
3	85.	Compile factors influencing content in media	10
3	86.	World is moving towards 'Expand Access and Narrowed Choice'. Compile your thoughts.	10
3	87.	Analyze World Media Trends Report	10
3	88.	Inspect on various Global influences on the Local	10
3	89.	'Murdochisation' of the media is myth or reality. Examine	10
4	90.	What is diplomacy? How it can be made effective for better relations among nation?	10
4	91.	Cultural Diplomacy is a must for every nation. Justify	10
4	92.	Write the importance of Intra and Inter Cultural relations	10
4	93.	Explain the principles of International Cooperation	10
4	94.	Evaluate Social Media as fifth estate	10
<b>Unit</b>	<b>Sl. No</b>	<b>Questions – PART - C</b>	<b>Marks</b>
1	95.	Describe the working of any three transnational news agencies.	15
1	96.	Analyse directionality of news flow	15
1	97.	Media Pluralism or Polarized Pluralism. Debate	15
1	98.	Define Global Communication and explain the scope & uses of the same.	15
1	99.	What is NWICO? What are the different counter arguments in democratic digitized world?	15
1	100.	Write short notes on any three of the following: (a) Kinds of international news. (b) Disinformation. (c) New communication technology. (d) Mac Bride Commission report.	15
1	101.	Write short notes on any three of the following: (a) AP (b) AFP (c) Reuters (d) PTI	15
1	102.	Write short notes on any three of the following : (a) Global Communication (b) News Duopoly (c) NWICO (d) Media Freedom	15
2	103.	Analyse any three Global Communication Policies	15
2	104.	Bring out the importance of media economics.	15
2	105.	Write short notes on any three of the following : (a) NAFTA (b) UNESCO (c) Regionalism (d) Alternate Media	15
2	106.	Write short notes on any three of the following : (a) Free Trade (b) ITU (c) Technological Convergence (d) Diversification	15
2	107.	Write short notes on any three of the following : (a) ITU (b) GATT (c) NAFTA (d) UNESCO	15
3	108.	What are the different kinds of Media Ownership? Explain.	15

3	109.	Is there any distinction between Local, Regional & Global media programming? Comment	15
3	110.	Develop a content idea for programme at global platform	15
3	111.	What are the threats and challenges in modern day media ownership patterns?	15
3	112.	What is Media Pluralism? What are the debates surrounding it?	15
3	113.	Write your opinion on topic" Women in Media"	15
3	114.	Evaluate Content in Global Media Programming	15
3	115.	Indian Media is blindly following international content. Comment	15
3	116.	Write short notes on any three of the following : (a) Synergy (b) Cross-Media Ownership (c) Free Flow of Information (d) Media Pluralism	15
3	117.	Write short notes on any three of the following : (a) Vertical Ownership (b) Polarized Pluralism (c) Chain Ownership (d) GATT	15
4	118.	'New Media New Problem'. Evaluate	15
4	119.	Bring out the importance of Cultural Diplomacy	15
4	120.	What is International Cooperation? Is social media advantageous or disadvantageous for it?	15
4	121.	The current pandemic has changed the global relations & power matrix. Elaborate	15
4	122.	New Media is transgressing all borders. Opinion	15
4	123.	Write short notes on any three of the following : (a) Cultural Diplomacy (b) Global Media Programming (c) Inter Culture Relations (d) Global Communication	15
4	124.	Write short notes on any three of the following : (a) Fifth Estate (b) New Media (c) International Cooperation (d) Intra Cultural Relations	15

# Question Paper Blueprint

Department of Journalism and Mass Communication

II Semester

Title : GLOBAL COMMUNICATION QP Code:60101

Time: 3 hrs

Total: 70 Marks

## PART A

Answer any Five of the following

5X2 = 10

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

## PART B

Answer any three of the following

3X10 = 30

- 7.
- 8.
- 9.
- 10.

## PART C

Answer any three of the following

2X15 = 30

- 11.
- 12.
13. Write a note on any three of the following
  - a.
  - b.
  - c.
  - c.