

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 5214 G

Unique Paper Code : 11011502

Name of the Paper : Global Media and Politics

Name of the Course : B.A. (H) Journalism

Semester : V

Duration : 3 Hours Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. This question paper contains 2 parts. Both parts are compulsory.
3. Candidates have to answer **ANY THREE** questions in **Part A** and **ANY THREE** questions in **Part B**.
4. Questions in **Part A** carry 10 marks each and questions in **Part B** carry 15 marks each.

P.T.O.

PART A

Answer any **THREE** questions.

(3×10=30)

1. Discuss the basic principles of propaganda enunciated by the Nazi Propaganda Minister Joseph Goebbels.
2. How effective was the Me Bride Commission Report in reshaping international flows of information and communication.
3. Critically analyze the techniques used by the US to ensure that the media reportage of the first Gulf War was aligned with its vision and narrative?
4. McDonaldization and McJihad are the opposite sides of the same coin. Discuss.
5. Trace the rise of Zee TV as a pan India channel.

PART B

Answer any THREE questions.

(3×15=45)

6. Critically analyze the use of radio broadcasting as an element of national war efforts during World War 2.
7. Propaganda replaced diplomacy as the principal form of international communication during the Cold War. Discuss.
8. "Al Jazeera presents the best trend of openness and democratization in the Arab world". Comment.
9. The globalization of communication in contemporary cultures can be best understood as 'Globalized Diffusion, Localized Appropriation'. Do you agree?

P.T.O.

10. Bollywood has emerged as a notable example of counter-flow of cultural products in a globalized world.

Discuss with appropriate examples.