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Your Roll No. :

Sl. No. of Q. Paper : 3112 HC

Unique Paper Code : 1101152

Name of the Course : B.A.(Hons.)
Journalism CBCS/SEC

Name of the Paper : Global Media And
Politics

Semester : V

Time : 3 Hours Maximum Marks : 75

Instructions for Candidates :

- (a) Write your Roll No. on the top immediately on receipt of this question paper.
- (b) Attempt all **five** questions.
- (c) **All** questions carry equal marks.

1. Critically evaluate the international power play between the core and the periphery countries with respect to NWICO. In this context, highlight the recommendations of the McBride Report. 15

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OR

Radio broadcasting played a significant role in domestic public opinion management and international diplomacy propaganda during both the world wars. Discuss.

2. The Cold war was summed up by the term "psychological warfare". Discuss the role of the media during this period. 15

OR

"Journalism reacted as much to the public's needs at the time of 9/11 as the public reacted to the media". After the attacks, journalists were swept up in the national feelings of fear and outrage. Evaluate the immediate aftermath of 9/11 reportage.

3. Deliberate on the turning points for the Fourth Estate during Gulf war II. Discuss the concept of Embedded Journalism in conflict reporting. 15

OR

The Persian Gulf War was a heavily televised war. Critically evaluate the US television coverage of the war with special reference to CNN.

4. Do you think that the process of globalization challenges fears of cultural imperialism with respect to globally circulated media texts ? Justify your argument. 15

OR

Differentiate between cultural imperialism and trans-nationalism with reference to production in global media scenario.

5. Is local cultural resistance through creation of media products sustainable in the backdrop of a free capitalist economy ? Discuss with reference to reach and resources of international media giants. 15

OR

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

- (a) Leni Reifenstahl
(b) Voice of America

- (c) Al-Jazeera
(d) Horizontal flow
(e) Neo-media Imperialism

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Your Roll No. :

Sl. No. of Q. Paper : **3141** **HC**

Unique Paper Code : 11011505

Name of the Course : **B.A.(Hons.)**
Journalism CBCS-SEC

Name of the Paper : Advanced Broadcast
Media

Semester : V

Time : 3 Hours **Maximum Marks : 75**

Instructions for Candidates :

- (a) Write your Roll No. on the top immediately on receipt of this question paper.
 - (b) Attempt all **five** questions.
 - (c) **All** questions carry equal marks.
1. The Indian Public Service broadcasting model has been successful in its goals. Do you agree ? Explain with relevant examples.

OR

Critically examine the public service broadcasting in India while comparing it with the BBC model.

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2. Explain the structure, function and working of a private Television news channel.

OR

Examine the history and evolution of FM broadcasting in India. Do you think government policy has enabled its growth ?

3. What do you understand by genre ? What is the significance of genre and hybridization in television ?

OR

Examine the evolution of any **one** contemporary genre in Indian television industry with relevant examples.

4. What is a PSA ? Write a radio PSA script for any **one** of the following topics :
- (a) Sexual harassment
 - (b) Road safety
 - (c) Right to education

OR

Examine the role of Participatory Video in the development communication process with relevant examples.

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5. Write short notes on any **two** of the following :

- (a) Soap Opera
- (b) Reality TV
- (c) News on FM
- (d) Radio Magazine