

and content consumption across different regions. How does globalization influence media accessibility in developing versus developed countries?

[This question paper contains 4 printed pages.]

Your Roll No.....

आपका अनुक्रमांक.....

Sr. No. of Question Paper : 6614

I

Unique Paper Code : 11011502

Name of the Paper : **Global media and Politics**

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

Semester : V

Duration : 2 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.

6614

2

Part A - Answer any THREE questions

(3 x 10 = 30 marks)

1. Explain the role of propaganda in the inter-war years, with specific reference to Nazi Propaganda.
2. Discuss the role of Radio Free Europe and Voice of America during the Cold War in influencing international communication.
3. Analyse the impact of embedded journalism during the Gulf Wars on global media coverage.
4. How does cultural imperialism contribute to the homogenization of global cultures? Discuss with examples.
5. Explain the significance of media conglomerates and monopolies in shaping global media markets, with examples of figures like Ted Turner or Rupert Murdoch.

6614

3

Part B - Answer any THREE questions

(3 x 15 = 45 marks)

6. Explain how radio became a tool for international diplomacy and propaganda during major global events? Support your answer with examples.
7. Discuss the influence of media on the political dynamics and public opinion during the Vietnam War and the disintegration of the USSR. How did media reporting from these events affect international perceptions and policies?
8. How have embedded journalism and live coverage influenced public opinion and government policy in the post-1990 era? Explain with instances.
9. Discuss the interplay between global and local media, with examples of how traditional cultures are adapting to or resisting homogenization.
10. Assess the role of digital divide in media accessibility

P.T.O.