

1697

4

Or

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

7. What is "the CNN effect"? How the CNNization created a 24X7 global news culture? Evaluate.

Or

In the context of Gramsci's idea of hegemony, intellectuals and civil society, explain the dynamics of global cultural flows in the present global world.

(700)

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 1697 - -I-

Unique Paper Code : 2032183501

Name of the Paper : Global Media and Politics

Name of the Course : Bachelor of Arts (Honours)
Journalism

Semester : V

Duration : 3 Hours

Maximum Marks : 90

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 **ALL** the 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 **20** marks each.

P.T.O.

1697

2

Part A

Answer any **THREE** questions : (3×10=30)

1. Briefly comment on the role played by Joseph Gobbels in structuring Nazi Propaganda during World War II.

Or

Examine the effectiveness of the NWICO debates in challenging the hegemonic control of the western powers over international news and information flows.

2. What was the contribution of New York Times in the Vietnam war and Pentagon Papers? Elucidate.

Or

Discuss the challenges for journalism in the first live televised Persian Gulf war.

3. Critically comment on the Globalization of TV formats.

Or

Discuss the role played by the media conglomerates with special reference to Rupert Murdoch.

1697

3

Part B

Answer any **THREE** questions : (3×20=60)

4. "The Nazis orchestrated massive propaganda campaign to win the loyalty and cooperation of Germans." Elaborate with reference to various propaganda techniques employed by the Nazis.

Or

Propaganda replaced diplomacy as the principal form of international communication during Cold War. Examine the role of radio in the Cold War propaganda.

5. Map the rise of Al-Jazeera as an International news channel. Critically evaluate the programming and reportage of the channel in tune with its policy of "the opinion and its opposite".

Or

Is Embedded Journalism the standard method for war reporting? Discuss using specific examples.

6. Can the term 'glocalization' be used to describe the local adaptations of global TV programmes? Explain in detail with suitable examples.

P.T.O.