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Or

(b) What is the CNN effect? Analyze CNN's reporting during the Gulf Wars and its impact on public perception of war.

6. (a) How does the phenomenon of glocalization respond to the claims of cultural and media imperialism? Critically discuss with examples from contemporary media landscape.

Or

(b) Discuss hybridization of culture as a counter to hyper-nationalism and xenophobia.

7. (a) Examine the role of major media conglomerates, such as those led by Ted Turner, in shaping media globalization. How do these monopolies impact media diversity, cultural narratives, and regional media markets?

Or

(b) Explain the concept of cultural imperialism in the context of global media. How does cultural imperialism manifest in media consumption across different countries?

(700)

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 5017

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Unique Paper Code : 2032183501

Name of the Paper : Global Media and Politics

Name of the Course : **B.A. (Hons.) 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.

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Part A

1. (a) Briefly comment on the role played by Leni Riefenstahl in structuring Nazi propaganda through cinema.

Or

- (b) Discuss the contribution of Radio Free Europe and Radio Liberty during the Cold War.
2. (a) Why is the 1991 Gulf War called the "Video Game War"? Discuss the unique challenges that emerged during the reporting of the war.

Or

- (b) 9/11 is often considered an epochal moment in the history of US media. Critically evaluate the impact of 9/11 on journalistic practice.
3. (a) How do media conglomerates and monopolies shape media and culture? Discuss with special reference to Rupert Murdoch's media empire.

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- (b) Do you think that globalization has changed the contour of regional and local identities? Discuss the impact of globalization on local, regional and national cultures in the context of India.

Part B

4. (a) "The Nazis orchestrated a massive propaganda campaign to disseminate racial anti-Semitism". How did Hitler and his loyalists strategize various propaganda techniques to permeate a Nazi culture? Discuss.

Or

- (b) Propaganda replaced diplomacy as the principal form of international communication during the Cold War. Examine the role of radio in the Cold War propaganda.
5. (a) Critically evaluate the international power play between the Global North and South concerning flaws in the news flow. Substantiate your answer with examples depicting the nature of qualitative and quantitative imbalances.

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