

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 1046

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Unique Paper Code : 6292103601

Name of the Paper : Global Politics and Media

Name of the Course : **B.A. (H) Multi-Media and
Mass Communication - NEP
DSC**

Semester : VI

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. Attempt any **five** questions.
3. **All** questions carry equal marks i.e. 18 marks each.

1. What is meant by the Network Service Economy?
Discuss the movement of intangibles in the global digital economy.
2. Explain the relationship between media and politics.
How does the media act as a bridge between the state and citizens? Discuss with suitable examples.

P.T.O.

3. Explain the concept of embedded journalism. What are its advantages and limitations?
4. Discuss the impact of 'big data' and algorithmic influence on democratic elections, with special reference to the Cambridge Analytica case.
5. Discuss the role of social media and data analytics in modern election campaigns.
6. Analyse the political and economic implications of the Pandora Papers Leak.
7. Explain the concept of hacktivism and its role in digital political activism.
8. Write short notes on any **two** of the following :
 - (i) WikiLeaks and the Free Speech Debate
 - (ii) Compare war journalism and peace journalism
 - (iii) Media as the Fourth Estate
 - (iv) Concept of 24/7 war reporting

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