

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

School of Liberal Education

Bachelor of Arts in Journalism and Mass Communication

Mid Term Examination - Nov 2023

Duration : 90 Minutes

Max Marks : 50

Sem III - K2UA309T - International CommunicationGeneral Instructions*Answer to the specific question asked**Draw neat, labelled diagrams wherever necessary**Approved data hand books are allowed subject to verification by the Invigilator*

- 1) Explain the key factors influencing the International Information Flow. K2 (2)
- 2) What is meant by "censorship" in the context of international information flow? K1 (3)
- 3) Explain the key implications of transnational media ownership for the diversity of media content and its potential effects on local cultures. K2 (4)
- 4) Explain the core principles of Dependency Theory. K2 (6)
- 5) How can the concept of hegemony be applied to analyze power dynamics in international politics? K3 (6)
- 6) Identify and Analyze a recent case of transnational media ownership and its potential implications for media pluralism and diversity. K3 (9)
- 7) Compare the challenges and opportunities posed by international communication in the Internet age with those addressed in the MacBride Commission's Report. K4 (8)
- 8) Examine Marshall McLuhan's famous phrase "The medium is the message" is referring to, and how does it encapsulate his view of media's influence on society? K4 (12)

OR

Assume yourself as a "strategist" and devise a practical strategy to address the challenges posed by the digital divide within the context of International Communication. K4 (12)