PG Even Semester Examination, September, 2023

JOURNALISM & MASS COMMUNICATION

(4th Semester)

Course No: MC-403
(New Media)

FM: 70
Pass Marks : 28
Time: 3 Hours

The figures in the right margin indicate full marks for the question.
Answer any five questions, taking one from each unit.

UNIT-I

1. (a) Explain the political, economic and cultural dimensions of international communication. 9

   (b) Discuss the core assumption of the realist theory of international relations. 5

Or

2. (a) Write a short note on the 'Big Five', in the context of news agencies. 7

   (b) List down the main functions of IPDC. 7

UNIT-II

3. (a) What is the concept of NWICO? 7

(b) What are the 4 D's of the NWICO debate? 7

Or

4. (a) Discuss the context in which NANAP came into being. 6

(b) "The emergence of new media has made organisations like NANAP irrelevant." Do you agree with the statement? Justify. 8

UNIT-III

5. (a) What is hegemony? Explain. 6

(b) Write a critical review of the film, 'The Soecial Dilemma' in the context of how social media is eroding democracy. 8

Or

6. (a) Discuss the impact of new communication on news flow and new value. 7

(b)) Discuss the significance of 'citizen journalism' in today's world. 7

UNIT-IV

7. (a) What do you mean by 'soft-power' and why is it important? 7

(b) Discuss the proliferation of the Hallyu wave acrosss the world and the reasons thereof. 7

Or

8. (a) Elaborate on the concept of 'Ideological state apparatus'. 7

(b) Cite example to highlight the above concept. 7

UNIT-V

9. Write short notes on any two : 7x2=14

(i) Global public sphere

(ii) AI in communication

(iii) Virtual reality

(iv) Post-truth

(v) Cyber-democracy

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