

17-12-16



**DOON UNIVERSITY, DEHRADUN**  
**School of Media & Communication Studies**

End Semester Examination, December 2016

M.A in Media & Communication Studies

Third Semester (2015- 17)

Specialization: Development Communication and Media Studies

Course: COMM-622: Global Communication.

*Time Allowed: 3 Hours*

*Maximum Marks: 50*

*Answer the questions as per instructions for different sections.*

**Section- A (2x5 = 10 marks)**

1. Write short notes on the following (approx. 100 words each):
  - I. Digital activism.
  - II. Conglomerate media ownership.
  - III. NWICO.
  - IV. Media Dependency Theory.
  - V. Hegemony.

**Section- B (08x2 = 16 marks)**

Answer the following questions (approx. 500 words each):

2. What is public diplomacy? Explain with suitable examples different strategies of public diplomacy to shape global opinion.
3. Write an essay on "Media Imperialism".

**Section- C (12x2 = 24 marks)**

Answer any two of the following questions (approx. 800 words each):

4. What is structural imperialism? Explain it with examples in Indian as well as American context.
5. Explain Indian Diaspora. How Indian Diaspora help to strengthen India's soft power? Discuss.
6. Define propaganda theory. Discuss different techniques of propaganda with suitable example(s).