



14-12-2015

DOON UNIVERSITY, DEHRADUN
End Semester Examination, Second Semester, 2015
School of Communication
2-Year M.A. Communication (Specialisation)
Development Communication & Media Studies
Global Communication, COMM-622

Time: 3 Hours

Maximum Marks: 50

SECTION: A

Attempt any three questions. Each question carries 5 marks. (200-250 words each)
(Marks: 5X3=15)

1. Write a note on convergence of corporate interests in the context of convergence media.
2. Media ownership patterns in India have undergone a massive change in last few years. Discuss.
3. Write a brief note on the possible future of media in the context of internet.
4. Discuss the relationship between media and social change with examples.
5. The concept of media imperialism is developed within a broader analysis of cultural imperialism. Comment.

SECTION: B

(Attempt any two questions. Each question carries 10 marks. (400-500 words each)
(Marks: 10X2=20)

1. There is an ongoing process of emergence of de facto global governance without a global government. Discuss this in the context of the concept of 'network society'.
2. Media and cultural forms which originated in America have come to symbolise social and cultural modernisation. Comment.
3. Mass media can be an instrument for political propaganda and shape the worldview of citizens. Discuss.

SECTION: C

Attempt only one question. The question carries 15 marks. (600 words minimum)
(Marks: 15X1=15)

1. Global circulation of media products shows disparities in the volume and economic values of such products. Examine this in the context of various historical, geo-political, economic and cultural factors that determine the international information flow.
2. Discuss the role of media in international politics. Also refer to Noam Chomsky's thesis of manufacturing consent in this context.