



24-3-17

DOON UNIVERSITY, DEHRADUN
Mid Semester Examination, Fourth Semester, March 2017
School of Media and Communication Studies

5-Years Integrated M.A. in Media and Communication Studies
International Communication, COMM: 252

Time: 2 Hours

Maximum Marks: 30

SECTION: A

Attempt any four questions. Each question carries 5 marks. (250-300 words each)
(Marks: 5X4=20)

1. What is the importance of intercultural communication in a globalised world?
2. What is the relationship between technology and mass media?
3. Write a critical note on any international news you have read within a week?
4. What do you understand by regional, national and global in the context of media?
5. Write a critical note on globalisation and the role of media in shaping it.

SECTION: B

Attempt only one question. The question carries 10 marks. (600 words minimum)
(Marks: 10X1=10)

1. "Our society is constructed around flows." Elaborate this in the context of global media flow and contra flow.
2. "We are passing from the information age into the industrial age." Discuss Manuel Castells' analysis of network society in this context.