



14-12-2017

DOON UNIVERSITY, DEHRADUN
Final Semester Examination, Third Semester, 2017
School of Media & Communication Studies

2-Years M.A in Media & Communication Studies 2 Years
Course: COMM 624 Politics and Communication

Time Allowed: 3Hours

Maximum Marks: 50

SECTION: A

(Short Answer Type Questions to be answered in about 250 words. Attempt any six questions. *(Marks:5X6=30)*

1. What do you understand by 'mediatisation'?
2. What is social responsibility theory?
3. 'Free flow of communication is in the interest of third world countries.'
Critically examine the statement.
4. Do you think interests of marginalized groups are reflected in the coverage of mainstream media? Share your thoughts.
5. Describe alternative media.
6. What do you understand by neoliberalism?

SECTION: B

(Long Answer Type Questions to be answered in about 750 words. Attempt any two questions. *(Marks:10X2=20)*

1. How developing countries can deal with colonization of cultures by western countries.
2. Explain the long term impact of corporatization of media?
3. Discuss the linkages between media, democracy and development.