

316124



DOON UNIVERSITY, DEHRADUN
School of Media & Communication Studies (SoMCS)
End Semester Examination, IV Semester, 3rd June, 2024

4-year Bachelor Program in Media & Communication Studies
MSC253: International Communication

Time Allowed: 2 Hours

Maximum Marks: 50

Note: Attempt All the Questions.

SECTION (A):

(Max. Marks: 6x2=12)

1. Define the term 'Propaganda' related to the context of International Communication.
 - a) Misinformation spread for political gain.
 - b) Cultural exchange through media channels.
 - c) Economic cooperation between nations.
 - d) Strategic communication to influence public opinion.
2. What are the Paradigms of Development in International Communication?
 - a) Progressive, conservative and liberal
 - b) Dominant, Dependency and Participatory
 - c) Capitalist, Socialist and Communist
 - d) Modern, Post-modern and Traditional
3. What is the full form of NWICO?
 - a) New World Information and Communication Organization
 - b) National World Information and Communication Operation
 - c) New World Information and Communication Order
 - d) National World Information and Communication Organization
4. What is the full form of IPDC?
 - a) International Program for Digital Communication
 - b) International Partnership for Development Communication
 - c) International Program for the Development of Communication
 - d) Intercontinental Project for Diplomatic Cooperation
5. Explain the concept of information imbalance in the context of international media and communication.
 - a) It relates to the unequal access to information between nations.
 - b) It refers to biased reporting by news agencies.
 - c) It involves censorship in global broadcasting.
 - d) It describes the impact of propaganda on public opinion.
6. Name two types of propaganda techniques commonly used in International Communication.
 - a) Public speeches and diplomatic negotiations.
 - b) News reporting and documentary filmmaking.
 - c) Social media campaigns and celebrity endorsements.
 - d) Bandwagon and demonizing the enemy.

SECTION (B)**(Max. Marks: 4x5=20)****Note: Attempt ANY FOUR questions**

1. Explain how Reuters dominates the global flow of information and its impact on other news agencies.
2. Write a short note on satellite TV's social and cultural implications.
3. What are the biggest obstacles to the growth of the pool?
4. Why is there a need for self-reliance? Explain your answer with reasons.
5. Discuss the impact of social media on international communication, considering both its advantages and disadvantages.
6. Write a short note on **any two**:
 1. NAM
 2. Cold war
 3. Intercultural Communication
 4. Role of India and NWICO

SECTION (C)**(Max. Marks: 2X9=18)****Note: Attempt ANY TWO questions**

1. What is The Dominance Syndrome? Explain the consequences of Dominance and Dependence with the examples.
2. What are the factors responsible for the demand for NWICO? What are the basic character and content of NWICO?
3. Why the MacBride Commission established and what were the outcomes of the MacBride Report?