

28/15/2016



DOON UNIVERSITY, DEHRADUN
School of Communication

End Semester Examination, May-June, 2016
5-Year Integrated M. A. in Communication
Course: International Communication, COMM – 252

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. Intercultural communication is not an option but a necessity in today's world. Comment.
2. What do you understand by CNN effect?
3. Write a note on the relationship between technology and mass media.
4. What do you understand by politics of information flow?
5. What role do media play in shaping international issues?

SECTION: B

(Attempt any two questions. Each question carries 10 marks. (300-500 words each)

(Marks: 10X2=20)

1. Cultural hegemony of economically dominant nations is increasingly determining the general cultural values around the world. Comment.
2. Write a detailed note on emerging media ownership patterns in a global media system.
3. Write a note on global 'media flow' and 'contra flow'.

SECTION: C

Attempt only one question. The question carries 15 marks. (600 words minimum)

(Marks: 15X1=15)

1. Write a detailed note on media imperialism.
2. Discuss in detail the current debate on net neutrality.
4. Discuss the relationship between media and the social world through a diagram.