



'समानो मन्त्रः समितिः समानी'

**UNIVERSITY OF NORTH BENGAL**

B.A. Honours 5th Semester Examination, 2023

**CC11-MASS COMMUNICATION AND JOURNALISM**

**GLOBAL MEDIA AND POLITICS**

Time Allotted: 2 Hours

Full Marks: 60

*The figures in the margin indicate full marks.*

**SECTION-A**

**Answer any four questions**

3×4 = 12

1. What is Radio Liberty? 3
2. Mention two recommendations of the McBride Commission. 3
3. When was Al Jazeera established and where? 3
4. What was the Cold War? Mention in two sentences. 3
5. Who introduced the concept of Cultural Imperialism? 3
6. What do you mean by Hyper-local media? 3

**SECTION -B**

**Answer any four questions**

6×4 = 24

7. What is embedded journalism? Is there any scope for objectivity in embedded journalism? 6
8. Write what you know about propaganda used by Nazi Germany. 6
9. Critically examine the global media coverage in the first Gulf War of 1991. 6
10. What do you mean by Radio-free Europe? Explain briefly. 6
11. What is NANAP? Explain its objectives. 6
12. What is globalisation? How does it affect the global media functioning? 6

**SECTION-C**

**Answer any two questions**

12×2 = 24

13. Explain in detail Chomsky and Herman's ideas on Manufacturing Consent. 12
14. Explain the monopolists' trends in global media ownerships. 12
15. Discuss in detail the objectives of the New World Information and Communication Order (NWICO). 12
16. Explain the cultural hegemony of the western nations through their media dominance. 12

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