



'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL

B.A. Honours 5th Semester Examination, 2021

CC11-MASS COMMUNICATION AND JOURNALISM

GLOBAL MEDIA AND POLITICS

Time Allotted: 2 Hours

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

Answer any four questions from the following

3×4 = 12

1. Name any three media used as propaganda tool during First World War.
2. What is FDI? Explain briefly.
3. Name any three propaganda films made by the Nazis.
4. Define "Third World".
5. What do you understand by the term "embedded journalism"?
6. Who was Joseph Gobbels?

GROUP-B

Answer any four questions from the following

6×4 = 24

7. Briefly explain the role of NWICO.
8. Comment on the rise of Al Jazeera in the international media sphere.
9. Explain the role of global media in the Gulf War of 1991.
10. Comment on the role of cinema as a tool of political propaganda.
11. Do you think media conglomerates promote monopoly market? Support your answer with a short case study.
12. Write clearly about globalization and media ownership.

GROUP-C

Answer any *two* questions from the following

12×2 = 24

13. Explain the “war on terror” from the perspective of the western media.
14. What is cultural imperialism? Give your views on the effect of media on culture, with proper example to support your answer.
15. What is the relevance of NAM in a unipolar India?
16. How was media used as a propaganda tool by the Nazi? Support your answer with suitable examples.

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