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Date-16-4-19

**ST.JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

BVC – IV SEMESTER

SEMESTER EXAMNINATION – March 2019

**VC 6413- International Communication**

**Supplementary candidates only.**

**Time: 3hrs Maximum Marks: 100**

*This question paper has* ***TWO*** *printed pages and* ***THREE*** *parts.*

1. **Answer any five of the following: (5 X 5 = 25 marks)**
2. Write short notes on world news agencies.
3. Write a short note on Xinhua.
4. Define Cultural Imperialism.
5. Write a brief note on the history of ITAR-TASS
6. Give a short account on North-South Divide.
7. What is Non Align Movement Pool?
8. Explain the term propaganda in the context of International Communication?
9. **Answer any three of the following: (3 X 10 = 30 marks)**
10. ‘Almost everywhere it is generally acknowledged that there are lacunae and distortion in information.’ Describe the different disparities that exist in global communication contents.
11. Elucidate the information flow from north to south Nations, in post globalization era.
12. Explain the role of institutional and professional framework in International Communication.
13. Define transnational news agencies and identify their functions in world media.
14. **Answer any three of the following question:   (3 X 15 = 45 marks)**
15. ‘In Today’s era of global corporate media, communication has been used as a tool of international power.’ Articulate the statement in the context of corporate media hegemony.
16. Internet technology is yet another platform for providing Western hegemonic practices disguised as engaging content rather than an empowering tool for democracy.’ Discuss
17. ‘Even though the flow of information is unidirectional, there is a formation of new resistance to international propaganda.’ What are the new resistance movements that have formed over the years to mitigate the dominance of the west in global communication?
18. “INDIAN IDOL - Series is essentially a cleverly repackaged and re-disguised form of Western narratives of class, culture, values, and consumerism”. Articulate the statement in the context of cultural imperialism.

VC—6413-A-19