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Register Number:

DATE: 18-04-2017

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

**MA JOURNALISM AND MASS COMMUNICATION – IV SEMESTER**

**SEMESTER EXAMINATION: APRIL 2017**

**MC 0316 - International Communication**

Time - 1 1/2 hrs Max Marks - 35

**This paper contains ONE printed page and TWO parts**

**I. Write short notes on any FIVE of the following in 100 words each. (5X3=15)**

1. Cultural imperialism
2. New World Information and Communication Order
3. The prevailing Cultural hegemony in media today
4. UN Declaration on Freedom of Information
5. The factors that influence international information flow
6. Transnational news agencies

**II. Answer any two questions in about 350-400 words each. (2X10=20)**

1. Explain the factors that affected the flow of information among nations before and after World War II.
2. Explain the role of MacBride commission report and the reaction to it by the Western media.
3. Discuss with relevant examples the issue of growing counter flow in global media.

**MC-0316-B-17**