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Register Number:

DATE: 20-04-2017

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

**BACHELOR OF VISUAL COMMUNICATION – VI SEMESTER**

**SEMESTER EXAMINATION: APRIL 2017**

**VC 6413 - International Communication**

Time- 3 hrs Max Marks- 100

**This paper contains ONE printed pages and THREE parts**

**I. Explain any of the five topics in about 150 – 200 words each (5X6 = 30)**

1. Cultural imperialism
2. International advertising
3. Transnational news agencies
4. Freedom of the press
5. Reuters
6. Public diplomacy and soft power

**II Answer any two questions in about 350-400 words each (2X15 = 30)**

1. Trace the historical conditions that led to the creation of NAM Pool.
2. "Orientalism works in the interest of the west by consistently reducing the east as superior”. Comment on the statement.
3. Explain the factors that affected the flow of information among nations before and after World War II.

**III Answer any two questions in about 500 words each (2X 20 = 40)**

1. Communication is a tool of international power. Substantiate your comments with examples.
2. Elaborate the role of UNESCO in changing the pattern of mass media.
3. Explain the four epochs of colonialism.