2023

MASS COMMUNICATION & JOURNALISM (Honours)

Paper Code : MCJH DC-11

[Global Media & Politics]

Full Marks : 25 Time : Two Hours

The figures in the margin indicate full marks. Candidates are required to give their answers in their own words as far as practicable.

1. Write short notes on any *three* of the following : 5×3=15

(a) NWICO

(b) Pan Indian Channel

(c) SAFMA

(d) BBC

(e) Adorno's Cultural Theory

2. Answer any *one* from the following : 10×1=10

(a) Discuss the relevance of McBride Commission's report in present media context. 10

(b) Briefly explain Herbert Schiller's Media Imperialism Theory. 10