

41061

M.A. DEGREE EXAMINATION, APRIL 2018.
Journalism and Mass Communication
FOURTH SEMESTER
Paper I : INTERNATIONAL COMMUNICATION

Time : Three hours

Maximum : 75 marks

(No additional sheet will be supplied)

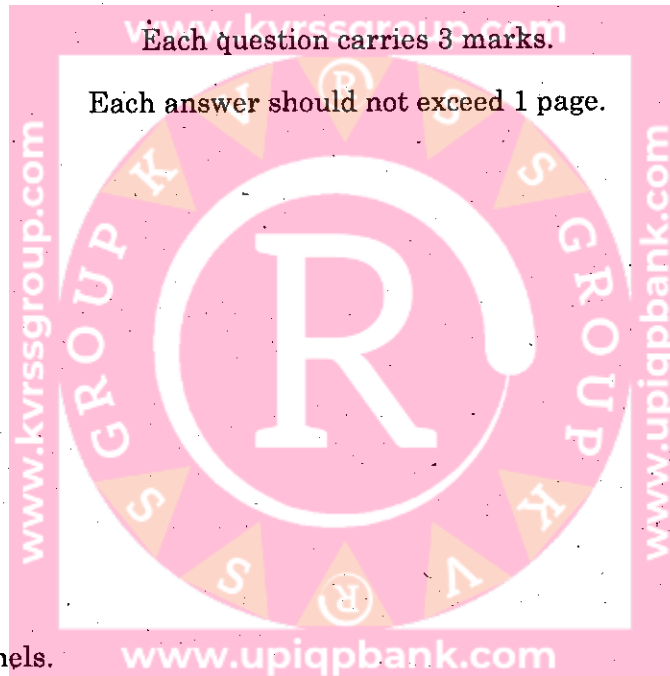
PART A — (5 × 3 = 15 marks)

Answer any FIVE questions.

Each question carries 3 marks.

Each answer should not exceed 1 page.

1. Reuters.
2. UNESCO.
3. NWICO.
4. BBC.
5. Voice of America.
6. Star TV.
7. CNN.
8. Foreign TV channels.



PART B — (4 × 15 = 60 marks)

Answer ALL questions.

Each question carries 15 marks.

Each answer should not exceed 6 pages.

9. Discuss the significance of international communication with examples.

Or

10. You have been requested by the C.E.O of your organization to publicize the products of the firm internationally Describe and justify the communication channels you would use effectively.

11. Discuss the different forms of international communication.

Or

12. Explain communication as an international power.

13. How do you assess the impact of computerisation on international communication?

Or

14. Describe the new communication technologies used at the global level.

15. Discuss the impact of globalisation on mass media.

Or

16. Critically examine the working of NAM pool.

