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The Assam Royal Global University, Guwahati

Royal School of Communications & Media

Special Supplementary Examination, August 2024

BA JMC – 6th Semester

Course Title: International Communication

Course Code : JMC092C603

Time: 3 Hours

Maximum Marks: 70

Note: Attempt all questions as per instructions given.

The figures in the right-hand margin indicate marks.

Section – A

1. Attempt **all questions**. (Maximum word limit 50) 2 x 8

- a. Differentiate between misinformation and disinformation?
- b. Outline the key features of Interdependence Theory.
- c. Name few prominent news agencies around the globe and their bases.
- d. What is Mac-Bride Commission?
- e. Explain media hegemony in brief.
- f. Mention the areas where diffusion of innovation theory is applied.
- g. What do you understand by Psychological Warfare?
- h. What is Intellectual Property Rights?

Section – B

2. Attempt **any two** of the following: 6x 2

- a. Write a note on Universal Human Rights with special reference to Freedom of opinion and expression.
- b. What is the role of media in the protection of Child rights?
- c. Describe international communication and global market place.

3. Attempt **any two** of the following: 7 x 2

- a. What are news agencies? Write a brief note on Paul Julius Reuter.
- b. Elaborate the reason as to why NANAP failed.
- c. What is advertising? Elaborate how big the Advertising industry is.

4. Attempt **any two** of the following: 7 x 2

- a. Differentiate between internet and internet superhighways.
- b. Criticize the consequences of Global Media.
- c. Outline the functions of Global Advertising.

5. Attempt **any one** of the following: 14 x 1

- a. Artificial Intelligence (AI) is a threat to Mankind. Justify and elaborate your stance.
- b. What according to you led to the formation of the International Telecommunication Union, a United Nations specialized agency?