

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086
(For candidates admitted from the academic year 2004 – 05 & thereafter)

SUBJECT CODE: IS/PE/JM44

M. A. DEGREE EXAMINATION, APRIL 2007
BRANCH II (E) – INTERNATIONAL STUDIES
FOURTH SEMESTER

COURSE : ELECTIVE
PAPER : INTERNATIONAL JOURNALISM AND MEDIA
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION – A

ANSWER ANY FIVE QUESTIONS IN ABOUT 300 WORDS EACH:

(5 X 8 = 40)

1. Discuss the importance of developmental journalism in the context of developing countries. What do you think are some of the skills required in order to make an impact in this field?
2. Deregulation and privatization of television is now a fact. What factors in your opinion contributed to this trend? Discuss the positive and negative aspects of these developments.
3. What is the role-played by global news agencies? Explain with reference to global journalism and international news flow.
4. What are the positive and negative effects of the emergence of global communications and culture? Is a global culture even possible or would the answer depend on where one lives in the world? Give examples.
5. What is the role of media in a conflict situation? Do you believe in peace journalism, which would entail a departure from strict objectivity and overstepping the bounds of journalism or do you believe the basic journalism paradigm that reporters should report from a distance?
6. What is the role of mass media in shaping public opinion? Do you believe that media, especially television and radio are actually empowering individuals and groups to impact government decisions including foreign policy?
7. Journalists with multiple skill sets are the need of the hour. What are these critical skills? Explain their relevance.

SECTION – B

**ANSWER ANY THREE QUESTIONS IN ABOUT 1500 WORDS EACH:
(3 X 20 = 60)**

8. Discuss the key elements surrounding the debate over the Free Flow of Information doctrine and the principle of National Sovereignty that was so prominent in the 70's and early 80's. Also briefly discuss the different sides of the debate concerning cultural imperialism.
9. In recent years writers and media organizations have encountered various legal obstacles that leave their rights in question. Legal minefields are plentiful. In your opinion what can writers/journalists do to protect themselves? Discuss in the context of free speech and free press.
10. A recent media phenomenon dubbed “ The CNN Effect “ occurs when powerful news media like CNN seem to be creating the news by reporting it. Do you believe that powerful media organizations set the agenda by deciding which items are newsworthy and require attention of government leaders as in the use of sensational imagery to induce US's ill-fated involvement in Somalia or is this CNN effect a myth?
11. What is news? What factors, in your opinion account for differences in news coverage within media? Give examples from print and broadcasting media.
12. The information revolution is enabling the rich countries and individuals to enjoy a much greater access to information and technology than poor countries. Will this information revolution, in your opinion, despite the advantages it gives to the rich, ultimately empower poor states equalizing their relationship with the great powers or will it increase the North-South gap and sharpen disparities?
