



तेजस्वि नावधीतमस्तु  
ISO 9001:2008 & 14001:2004  
NAAC ACCREDITED

# FAIRFIELD Institute of Management & Technology

(Affiliated to GGSIP University, New Delhi)

'A' Grade Institute by DHE, Govt. of NCT Delhi, Affiliated to GGSIP University Delhi  
and Approved by Bar Council of India & NCTE

**BJ(MC): VI SEMESTER GLOBAL MEDIA SCENARIO**

**Paper Code –306**

## OBJECTIVE

The main objective of writing this assignment is to understand the various aspects of global media scenario, identify the various loopholes in International flow of communication. Knowledge of Global Media helps journalism students to use News sources for their profession effectively and identify their credibility.

## QUESTIONS

- Q1. Explain the functions of any two News Agencies of india..
- Q2. Do you think the satellite channels like MTV, VTV and many other are affecting Indian culture? Explain how?
- Q3. Write about any two International News Agencies.
- Q4. Write about NAM. Explain India's role in it.
- Q5. What do you mean by North- South divide? Explain.

## PROCEDURE

For completing the assignment students should refer to the books mentioned in syllabus and they can take help from internet. The assignment should be handwritten and properly filled. Presentation of assignments is important; students should make assignment in the following manner:

1. Cover page
2. Objectives
3. Index
4. Content
5. Conclusion
6. References
7. Softcopy and Hardcopy
8. Give proper headings and subheadings
9. Explain every topic in points and use diagrams.
10. Put Examples etc.

## OUTCOME:

After doing the assignment, students understand the various basic concepts and tactics of Global Media and become familiar in working with International organizations in their professional field.

**REFERENCE BOOKS:**

1. Ahyar Kamplipur Global Communication , Wadsworth Publication
2. Dr. K. Chandrakanan & Dr. S. Palaiswamy Advances in Communication Technology, Indian Publisher Distributor, New Delhi
3. Belmont C.A Technology Communication Behavior, Wadsworth Publication, New Delhi
4. Zettle Herber Video Basics, Wadsworth Publication, New Delhi
5. Ramesh Babu Globalization, SAP Publication House, New Delhi