



**UNIVERSITY OF NORTH BENGAL**  
B.A. Honours 5th Semester Examination, 2020

**CC11-MASS COMMUNICATION AND JOURNALISM**

**GLOBAL MEDIA AND POLITICS**

Full Marks: 60

**ASSIGNMENT**

*The questions are of equal value.  
The figures in the margin indicate full marks.*

**Answer any *three* questions**

20×3 = 60

1. Explain NWICO in the context of the MacBride Report. 20
2. Explain the idea of cultural hegemony in the context of Globalized media. 20
3. How has globalization affected media functioning? Examine critically with examples. 20
4. Comment on the advent of popular media, with special focus on the era of World Wars. 20
5. What is embedded journalism? Explain the role of embedded journalism in the 2003 Iraq war. 20

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