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Register Number:

DATE:

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU-27**

**BACHELOR OF VISUAL COMMUNICATION – VI SEMESTER**

**SEMESTER EXAMINATION: APRIL 2017**

**VC 6413 - International Communication**

Time- 3 hrs Max Marks- 100

**This paper contains ONE printed page and THREE parts**

**I. Explain any of the five topics in about 150 – 200 words each. (5X6= 30)**

1. New World Information and Communication Order
2. The factors that influence international information flow
3. Global Media Flow and Contra Flow
4. Public diplomacy and soft power
5. Political propaganda
6. Transnational news agencies

**II. Answer any two questions in about 350-400 words each. (2X15 =30)**

1. Ever increasing transborder data flow is a concern among the nations. Comment on the statement with relevant data.
2. "Promotion of democracy and human rights and a ‘free flow of capital’ worldwide are the proclaimed aims of US public diplomacy." Comment.
3. Trace the historical conditions that led to creation of NAM Pool.

**III. Answer any two questions in about 500 words each. (2×20 =40)**

1. Freedom and access to information is an international problem. Elaborate the statement.
2. Explain the four epochs of colonialism.
3. Discuss the role and significance of NWICO for world communication.

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