Register No:

Date:

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

**BACHELOR OF VISUAL COMMUNICATION – VI SEMESTER**

**SEMESTER EXAMINATION – April 2017**

**VC 6413 International Communication**

**Time: 3 hours Maximum marks: 100**

*This question paper has* ***ONE*** *printed page and* ***TWO*** *parts*

1. **Answer any SEVEN in about 300 words each. (7 x 10 = 70)**
2. What is computer culture? Explain
3. Write a note on International Press Institute and its mission.
4. Briefly state the problems of accessing information due to economic interference.
5. Write short notes on the following – a)NWICO and (b) NAM POOL
6. What is disinformation? How can effective communication solve this problem?
7. How is cultural imperialism exploiting media in the current scenario?
8. Write a note on Reuters and AP.
9. What is the role of new Media in the information industry today? Explain with reference to the internet.
10. **Answer these TWO in about 600 words each. (2 x 15 = 30)**
11. What is the status of International Communication today? Explain the role of western countries in information dissemination and communication.
12. What is the nature and functions of transnational news agencies? Have they created an impact on global communication?
13. What do you mean by International Communication Propaganda? Argue with examples to illustrate that there is such a trend at present.

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