

**Roll No.**

**Total No. of Pages : 01**

**Total No. of Questions : 06**

**M.Sc.(JAMC) (2016 to 2017) (Sem.-3)**

## INTERCULTURAL AND INTERNATIONAL COMMUNICATION

**Subject Code : MJAMC-304**

**M.Code : 21514**

**Time : 3 Hrs.**

**Max. Marks : 60**

### INSTRUCTIONS TO CANDIDATES :

1. Attempt any FIVE questions out of SIX questions.
2. Each question carries TWELVE marks.

1. Discuss the concept and scope of international communication.
2. Enumerate major issues in International Communication.
3. Explain how modern mass media act as vehicles of intercultural communication.
4. How does international news flow imbalance affect developing countries?
5. Discuss the impact of new technology on culture.
6. What is the effect of new communication technology on news flow?

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**