

**M.A Journalism & Mass Communication,4th Semester
(2720)**

Paper: IV

Intercultural Communication

Time Allowed: 2 hrs.

Max. Marks: 75

Note: Attempt any four questions. All questions are of equal marks.

1. Define various elements of culture in detail.
2. 'Mass media is a cultural manufacturing industry.' Discuss.
3. Discuss Buddhism and Sufism in detail.
4. Discuss impact of new technology on culture.
5. Discuss UN efforts in the promotion of intercultural communication. Also discuss various codes of ethics for intercultural communication.
6. Discuss political and religious barriers in intercultural communication.
7. Discuss role of folk media in intercultural communication.
8. Discuss dance and music as an instrument of intercultural communication.

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