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| **SESSION** | **MARCH 2024** |
| **PROGRAM** | **MASTER OF ARTS – JOURNALISM & MASS COMMUNICATION (MA JMC)** |
| **SEMESTER** | **III** |
| **COURSE CODE & NAME** | **DMJ7102 - INTER CULTURE COMMUNICATION AND CURRENT AFFAIRS** |
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**SET – I**

**1. Describe the western perspectives of culture**

**Ans 1.**

**Western Perspectives of Culture**

The concept of culture encompasses the social behavior, norms, knowledge, beliefs, arts, laws, customs, capabilities, and habits of the individuals in these groups. In the Western perspective, culture is often viewed through various lenses, including historical, sociological, and philosophical frameworks. This broad view helps to encapsulate the dynamic and complex nature of Western cultures.

**Historical Context**

Western culture, primarily influenced by European traditions, is rooted in Classical antiquity

policies, economic systems, and cultural exchanges.

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**2. Explain how architecture and paintings act as mediums of intercultural communication**

**Ans 2.**

**Architecture and Paintings as Mediums of Intercultural Communication**

Architecture and paintings are not merely forms of artistic expression; they serve as powerful mediums of intercultural communication. These art forms encapsulate the values, beliefs, and histories of diverse cultures, facilitating dialogue and understanding across different societies. By examining the nuances of architecture and paintings, one can glean insights into the

**3. Write a detailed note on cross-cultural communication**

**Ans 3.**

**Cross-Cultural Communication: Understanding and Bridging Cultural Divides**

**Introduction**

Cross-cultural communication refers to the process of exchanging, negotiating, and mediating cultural differences through language, gestures, and behaviors among people from different cultural backgrounds. As globalization brings diverse cultures into closer contact, effective cross-cultural communication becomes crucial in fostering understanding, cooperation, and productive interactions in various contexts such as business, education, and international

**SET – II**

**1. “Mass media is a tool for intercultural communication”- Discuss this statement**

**Ans 1.**

**Mass Media as a Tool for Intercultural Communication**

Mass media, encompassing television, radio, newspapers, and the Internet, plays a pivotal role in shaping public opinion and cultural perceptions. As a tool for intercultural communication, mass media has the power to bridge cultural divides, promote understanding, and foster global connections. This essay explores how mass media serves as a conduit for

**2. Explain how MacBride Commission Report can be related to intercultural communication**

**Ans 2.**

**The MacBride Commission Report and Its Relevance to Intercultural Communication**

The MacBride Commission Report, formally known as "Many Voices, One World," was published in 1980 under the auspices of UNESCO. It addressed the complexities of communication in the modern world, with a particular focus on issues related to media concentration, cultural exchange, and the global flow of information. The report is critically relevant to the study of intercultural communication as it highlights the disparities in media access and representation and suggests frameworks for more equitable information exchange

**3. Describe the impact of globalization on intercultural communication**

**Ans 3.**

**Impact of Globalization on Intercultural Communication**

Globalization refers to the increasing interconnectedness and interdependence of the world's markets, cultures, and populations, facilitated by advances in transportation, technology, and communication. This process has had profound effects on intercultural communication, reshaping how cultures interact, understand, and influence each other. The impacts of globalization on intercultural communication are multifaceted, ranging from enhanced