



Centre for Distance and Online Education (CDOE)
Tezpur University
Tezpur, Assam- 784028

Assignment for Autumn Semester End Examination, 2025

Course Name: Introduction to Communication and media

Course Code: MAMCD101

Full Marks= 30

Answer the Following Questions:

1. Identify and observe one real-life communication situation such as a classroom discussion, a family conversation, a public speech, a television interview, or an online interaction. Describe the situation clearly and analyse it using the basic elements of communication, namely sender, message, channel, receiver, and feedback. Explain whether the communication operated more as an isolated act or as an ongoing process. Also identify any form of noise-physical, psychological, semantic, or cultural that influenced the effectiveness of communication. Conclude by reflecting on how the communication could have been made more effective. **15 Marks**

2. Select either one newspaper or one radio/television programme and study it closely. If you choose a newspaper, discuss the types of content it carries, such as news, editorials, features, and advertisements, and explain how it performs the functions of mass communication like information, education, and opinion formation. If you choose a radio or television programme, analyse its format, language, tone, and presentation style, and explain how it addresses a mass audience. Conclude your assignment by reflecting on the continued relevance of traditional media in the digital age. **15 Marks**

NB: All questions as per instruction are to be mandatorily attempted.