**TU/CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (SPRING) 2021**

**MMC 101: INTRODUCTION TO COMMUNICATION AND MEDIA**

Time: **3 Hours** Total Marks: **70**

*The figures in the right-hand margin indicate marks*

*For the individual question*.

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1. Answer the following 2x5=10
2. Paul Lazerfeld
3. Rhetoric Model
4. Press Council of India
5. Phatic Stage
6. SITE
7. Answer the followings- 6X5:30
8. Discuss the Gerbner model of communication with illustration.
9. Explain the Kinkaid’s idea of Convergence in a communication process.
10. What do you understand by the concept of Reinforcement as explained by Albert Bandura?
11. “Audience use media for creating their own meanings.” Explain this statement based on Uses and Gratification Theory.
12. Critically analyse the changing dynamics of communication in an ICT facilitated society.
13. What is Decoding and Encoding in a communication process?
14. Answer the following in details 10x3=30
15. Discuss the “Four Theories of the Press.” Which one of the theories is relevant in Indian context and why?
16. Explain the ‘gatekeeping process” in context to the Agenda Setting Theory.
17. Trace the history of Press in India from the following two aspects- i) Press and Indian Nationalist Movement

ii) Press and Social Reforms in India