**TU/CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (SPRING 2023)**

**MAMCD/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 questions: - 2x5=10
2. What are three stages of interpersonal communication?
3. Write two characteristics of Linear Model of communication.
4. Who developed the Mathematical Model of Communication? What is the unique feature of this model?
5. Name two news agencies of India.
6. When the first radio broadcasting was initiated in India and what was the name of it?
7. Answer the following questions: - 6x5=30
8. How do you explain the relevance of Hypodermic Needle Theory in an age of dominance of internet technology?
9. Write a short note on Normative Theories of Press.
10. Explain Noelle-Neumann’s idea of Spiral of Silence in communication theories.
11. Write about the growth and development of print media in Northeast India with special reference to Assam.
12. Explain the three stages of satellite broadcasting.
13. Answer the following in detail: - 10x3=30
14. Analyse the contribution of Raja Ram Mohan Rai as a social reformer and a pioneer of press in India.
15. Critically discuss the present status of Indian media within the theoretical framework of Agenda Setting Theory.
16. Assess the role of Doordarshan and All India Radio in the time of privatisation of mass media in India.

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