**TU/CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (SPRING) 2024**

**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- (Any five)** **5x2=10**
2. Distinguish between Verbal and Non-verbal communication.
3. Write the stages of interpersonal communication.
4. Write two key principles of Spiral of Silence Theory.
5. What are the full forms of PTI and UNI?
6. Name one English and one Bengali Newspaper edited by Raja Ram Mohan Roy.
7. Mention two theorists associated with Dominant Paradigm in mass communication theory.
8. Write the name of two satellite experiments in India.
9. **Answer the following short question- 6x5=30**
10. What are the characteristics of a Transactional Model of Communication?
11. “The power of mass media is limited”. Discuss this statement using a theory of Mass Communication.
12. Describe the concept of “frames” under the principles of Framing Theory.
13. Explain the role of communication in society as discussed by Theodore Newcomb.
14. Write a short note on Doordarshan.
15. Explain the three stages of Satellite Broadcasting.
16. **Answer any three of the following questions- 3x10=30**
17. Discuss the role of Indian press in social mobilisation during the period of Indian Freedom Movement **10**
18. Explain the concept of Freedom of Press under the context of Normative Theories of Press. **10**
19. Write the historical journey of Press in Assam. **10**
20. What is Signifier and Signified? Discuss the concept of semiotics in communication theory. **5+5=10**
21. Critically discuss the Agenda Setting Theory in the contemporary news media in India. **10**

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