



Centre for Distance and Online Education (CDOE)

Tezpur University

Tezpur, Assam- 784028

ASSIGNMENT FOR AUTUMN SEMESTER END EXAMINATION, 2023

Course Name- INTRODUCTION TO COMMUNICATION AND MEDIA

Course Code- MAMCD / MMC 101

Last date of submission: 15 February 2024

Full Marks= 30

Answer the following questions:

Q.1. Explain the Hypodermic Needle Theory or Bullet Theory. Discuss its significance in the present context of media consumption in India. Give examples in support of your arguments. 15

Q.2. Discuss the changes in the mass communication process in India after the advent of Satellite Broadcasting. Give examples of different events of innovation of communication technologies in a chronological order. 15

NB: Answer to both the questions must be submitted in one single assignment.
