

**TEZPUR UNIVERSITY**  
**SEMESTER END EXAMINATION (SPRING) 2020**  
**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: 1x10= 10

- a) What are the Latin words in which the term communication has its roots?
- b) \_\_\_\_\_ defines communication as “institutions and forms in which ideas, information and attitudes are transmitted and received’.
- c) Name any two of the five categories of nonverbal communication described by Paul Ekman and Wallace V. Friesen.
- d) The use of physical space between the individuals during communication is called \_\_\_\_\_.
- e) \_\_\_\_\_ is an example of verbal model of communication.
- f) The ABX model was proposed by \_\_\_\_\_.
- g) Write one primary stipulation of the Limited Effects Theory.
- h) The Modernization Paradigm is also known as \_\_\_\_\_
- i) The \_\_\_\_\_ theory states that people are less likely to express their opinions if they are in the minority.
- j) \_\_\_\_\_ is a statutory quasi-judicial authority to preserve the freedom of the press and maintain and improve the standards of newspapers and the news agencies in India.

2. Answer the following questions : 5x6=30

- a) Categorize the communication types based on the ‘Approaches to Communication Studies’.
- b) Discuss the various functions of communication.
- c) Explain Aristotle’s model of communication.
- d) Discuss the difference between the two-step flow and multi-step flow theories of communication.
- e) Discuss the significance of Radio as a medium of mass communication.

- f) What is meant by social media? Discuss how social media has revolutionized the communication experience today.
3. Explain Gerbner's model with an appropriate diagrammatic representation. 10
4. Discuss the role and functions of press in India during freedom movement of the country. 10
5. Elaborate on the trends of Indian press that stand as a hindrance in case of quality journalism in India. 10

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