**TU/CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUTUMN) 2023**

**MMC/MAMCD 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. Write short notes 2x5=10

a. Specialised Audience

b. Communication as a process

c. Hypodermic Needle Theory

d. Selective Exposure

e. Press Information Bureau

1. Answer the following- 5x6=30
2. Explain the significance of understanding verbal and non-verbal communication in interpersonal interactions.
3. Compare and contrast the linear, transactional, and circular models of communication in terms of their portrayal of communication processes.
4. Analyse the evolution and growth of print media on both national and regional levels, with a specific focus on its development in Assam and North-East India.
5. “Audience use media for creating their own meanings.” Explain this statement based on Uses and Gratification Theory.
6. Discuss the relevance and application of George Gerbner’s model and Kincaid’s Convergence model in the context of modern communication environments.
7. What is Decoding and Encoding in a communication process?

P.T.O.

1. Answer the following in detail 10x3=30
2. Explore the role of the press during India's freedom struggle, focusing on the contributions of the national press and vernacular newspapers.
3. Trace the history and development of broadcasting in India, highlighting milestones such as the establishment of All India Radio and Doordarshan.
4. Assess the impact of new media technologies, such as online media, mobile telephony, internet-based platforms, and social media networks, on communication patterns and information dissemination processes.

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