Centre for Open and Distance Learning(CODL)
Tezpur University

Tezpur, Assam- 784028

ASSIGNMENT FOR SPRING SEMESTER END EXAMINATION, 2020

Course Name- INTRODUCTION TO COMMUNICATION AND MEDIA

Course Code- MMC 101

Full Marks= 30

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.

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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.

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