**TU/CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUT 21& SPR 22)**

**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. Answer the following questions: 2x5= 10

1. Mention the significance of the year 1982 in Indian television broadcasting.
2. Distinguish between Linear and Transactional model of communication.
3. What are the ‘selective exposure’ and ‘selective perception’ in Limited Effect Theory?
4. What are the elements of encoding and decoding in Berlo’s SMCR model?
5. Write different stages of inter-personal communication.

2. Write the following questions: 6x5=30

1. Discuss the Kinkaid’s convergence model of communication.
2. Write short note on Press Trust of India.
3. Critically analyse the Agenda Setting theory in the present socio-political context of Indian media.
4. Explain ‘E2’ element in the Gerbner’s model of communication.
5. Trace the history of All India Radio and its current status.

3. Discuss Goffman’s Framing theory with special reference to Indian media coverage on Russia-Ukrain war. 10

4. Critically explain the relevance of Mass-Society paradigm of communication theory in the contemporary media scenario. 10

5. Do a comparative analysis of current status of development in print and electronic media in India.

***or***

Do you think social media trends encourage the silencing of voices? Give your arguments in context of Spiral of Silence theory. 10

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