**TU/ CODL**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUTUMN) 2019**

**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: 1x8= 8

1. Phatic stage is a part of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
2. State True or False- Press Council of India is a statutory quasi-judicial authority
3. Vivid Bharati was started in the year \_\_\_\_\_\_\_\_\_\_\_\_\_.
4. What is the name of the first community radio in Assam ?
5. Choose the correct statement:
6. Aristotle’s rhetoric model is a linear model of communication.
7. Aristotle’s rhetoric model is a circular model of communication.
8. The name of the horizontal dimension of the Gerbner’s model of communication is \_\_\_\_\_\_\_\_\_\_\_\_\_\_.
9. Who founded “The Hindu” newspaper in which year?
10. “Orunodoi” was established in the year\_\_\_\_\_\_\_\_\_\_\_\_

2. Write the full form of the following terms: 1x2=2

1. ERNET
2. TRAI

3. Answer the following questions: 5x6=30

1. Discuss the different characteristics of linear, transactional and circular communication model.
2. Explain the three stages of satellite broadcasting.
3. Explain the Osgood and Schramm’s communication model with diagram.

**P.T.O.**

1. What do you understand by narrowcasting and broadcasting? Explain the advantages of both.
2. Discuss the changing nature of communication after the emergence of new media.
3. Write about the concept of “mass” in relation to mass communication and mass media.

4. Discuss the relationship among opinion followers, gatekeepers and

opinion leaders in context to the Limited Effect Theory. 10

5. “ There is always a section of people in the society who prefer not to

give voice in the media about any socio-political issue.” Discuss this

statement with reference to the Spiral of Silence Theory. 10

6. Discuss the role of community media as a medium for decentralisation

of information and knowledge. 10

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