**TU/CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUTUMN) 2024**

**MAMCD/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. **Write short notes**  **5x2=10**

a) Interpersonal Communication

b) Noise in Communication

c) Agenda-Setting Theory

d) Spiral of Silence Theory

e) Specialized Audience

1. **Answer the following**:  **6x5=30**
2. Discuss the role of feedback in effective communication.
3. Compare and contrast Shannon and Weaver’s model with Schramm’s model of communication.
4. Discuss the Two-Step Flow Theory and its relevance in the digital age.
5. How does Media Dependency Theory explain the relationship between media and audiences?
6. Explain the concept of gatekeeping in journalism with relevant examples.
7. Explain the concept of Citizen Journalism and its impact on traditional media.
8. **Answer the following in detail** **3x10=30**
9. Evaluate the impact of the printing press on media development in India.
10. Discuss the influence of globalization on Indian media, with special reference to television and digital platforms.
11. Analyse the ethical challenges faced by journalists in the digital age, focusing on fake news, privacy concerns, and sensationalism.

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