**TU/ CODL**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (SPRING) 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 **any five** of the following in brief: 2x5=10
   1. Gutenberg’s contribution to print media.
   2. Raja Ram Mohan Roy and Indian press
   3. Mahatma Gandhi as journalist
   4. Noise in communication
   5. Hicky’s Gazette
   6. Community radio
2. Answer **any four** of the following in short: 6x4=24
   1. What is communication and what are the elements of communication?
   2. Outline the different levels of communication. Indicate which according to you is the most intimate mode of communication.
   3. What is feedback and what is its importance in the process of communication?
   4. Write a note on the role of the Press Council and Press Information Bureau in India.
   5. Trace the beginning of Assamese language press till the launch of the first Assamese daily *Dainik Batori* in 1935.
   6. What is satellite broadcasting and what are the processes involved in it?
3. Answer **any three** of the following in detail: 12x3=36
   1. Trace the Harold Lasswell’s model and Shannon and Weaver’s model of communication. Elaborate how they are different.

**P.T.O.**

* 1. What are verbal and non-verbal communication? Explain by outlining the advantages and disadvantages of each.
  2. “Communication happens within a social context.” Elaborate this statement in the light of the Newcomb’s ABX model.
  3. “A man or a machine never captures an event in its entirety, but only a perception about it.” Establish the statement in the light of the Garbner’s model of communication.
  4. Critically analyze the current status of Indian Press given the rise of corporatization and growth of communication technology like mobile and internet.

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