**TU/CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (SPRING) 2021**

**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 in about two to three sentences each. 2x5=10

1. Transactional model of communication
2. Distinguish between interpersonal and intrapersonal communication.
3. Name the scholars who developed the Dependency Theory of Mass Communication.
4. Limited Effect Theory Vs. Hypodermic Needle theory of Mass Communication
5. Public Service Broadcasting in India.

2. Answer the following in about 200 words each: 5x3=15

1. Explain the process of “spiral of silence” in communication?
2. What are the six normative theories of mass communication? Discuss the Social Responsible Theory of media.
3. Discuss the Perceptual Dimension of the Gerbner’s Model of communication.

3. Answer the following in detail (in about 500 words each): 15x3=45

1. “Media create some dominant image patterns”. Give arguments for this statement based on the Cultivation Theory.
2. Trace the history of Indian media in developing the notion of “Indian Nationalism”.
3. What are three stages of satellite broadcasting? Discuss some satellite broadcasting experiments in India.

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