

TEZPUR UNIVERSITY
SEMESTER END EXAMINATION (AUTUMN 2022)
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.

1. Answer the following: 2x5=10
 - a) Who is Paul Lazerfeld?
 - b) Describe Rhetoric Model
 - c) Describe the function of Press Council of India
 - d) Briefly explain the phatic Stage
 - e) Describe SITE experiment

2. Answer the followings: 5x6=30
 - a) Discuss the Gerbner model of communication with illustration.
 - b) Explain the Kinkaid's idea of Convergence in a communication process.
 - c) What do you understand by the concept of Reinforcement as explained by Albert Bandura?
 - d) "Audience use media for creating their own meanings." Explain this statement based on Uses and Gratification Theory.
 - e) Critically analyse the changing dynamics of communication in an ICT facilitated society.
 - f) What is Decoding and Encoding in a communication process?

3. Answer the following in detail: 10x3=30
 - a) Discuss the "Four Theories of the Press." Which one of the theories is relevant in Indian context and why?
 - b) Explain the 'gatekeeping process' in context to the Agenda Setting Theory.
 - c) Trace the history of Press in India from the following two aspects-
 - i. Press and Indian Nationalist Movement.
 - ii. Press and Social Reforms in India.

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