**TU/ CODL**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUTUMN), 2017**

**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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**Section- A**

1. Explain the following in about two to three sentences each.

**2 x 5 =10**

1. Magic bullet
2. Selective exposure and selective perception
3. Spiral of silence
4. ICT
5. Agenda setting

**Section- B**

Write short-notes on **any three** of the following**: (200 words each)**

**5 x 3 = 15**

1. Define communication and briefly describe the characteristics of communication.
2. What are the different types of communication? Describe each with example.
3. Describe the two-step flow theory. What is the role of the opinion leader in this process?
4. What interpersonal communication and how social media have reconfigured relationships
5. Give a brief overview of origin and growth of print media in India.

**P.T.O**

**Section- C**

Answer **any three** of the following in detail **(500 words each)**

**15 x 3 = 45**

1. Draw a model that in your opinion best describes the process of communication. Briefly discuss the process and list the elements of communication.
2. What are the normative theories of mass media? Which theory best describes the Indian media scenario?
3. Describe what is cultivation theory of media and how do we understand it in today’s media context?
4. What is new media and explain the social implication of new media in India.
5. Discuss how media and society have become inseparable entity in the modern world.

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