**TU/ CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUTUMN) 2020**

**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 questions- 1x10=10

1. State True or False- Haptic communication is a kind of Verbal Communication.
2. Who developed the Mathematical theory of Communication?
3. Complete the Harold Lasswell’s model of communication given below-

Who says what \_\_\_\_\_\_\_\_\_\_\_\_\_\_ to whom with what \_\_\_\_\_\_\_\_\_\_\_\_\_\_? (Fill up the blank).

1. The term Phatic is derived from the Greek word\_\_\_\_\_\_\_\_\_\_. (Fill up the blank).
2. What is the name of the first Indian news agency to deliver news service in Hindi?
3. Aristotle’s model of communication is known as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Fill up the blank).
4. In which year Doordarshan got separated from All India Radio?
5. What is the name of the newspaper founded by Robert Knight?
6. What is the previous name of All India Radio?
7. Name the person behind the publication of Assam Tribune which was started in 1939.

2. Answer the following questions shortly- 5x6=30

1. Discuss the three stages of interpersonal communication?
2. What is Social Responsibility Theory of Media?
3. Discuss the state of equilibrium in the ABX model of communication developed by Newcomb.
4. What is Semiotic? Explain the concepts of Signifier and Signified with examples.
5. Write a short note on Press Council of India.
6. Trace the history of FM Radio in India.

**P.T.O**

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3. Answer the following questions- 10x3=30

1. “Role of audience in using media has been changing from being passive to active consumers". Explain this statement through different communication theories.
2. Discuss the Framing Theory giving examples of current media scenario in India with special reference to election campaigns in electronic media.
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