

(New Syllabus)



Centre for Distance and Online Education (CDOE)

Tezpur University

Tezpur, Assam- 784028

ASSIGNMENT FOR SEMESTER END EXAMINATION, SPRING 2026

Course Name- INTRODUCTION TO COMMUNICATION AND MEDIA

Course Code- MAMCD 101

Full Marks= 30

1. Find out the different media chains and media conglomerates operating in India. Carefully study the media ownership patterns of these media chains and conglomerates and state the advantages and disadvantages of the media landscape. 15
2. Discuss the key arguments of spiral of silence theory. With reference to spiral of silence theory, critically analyze any media platform and present your arguments on it. 15
