



(Old 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- MMC 101

Full Marks= 30

Answer the Following Questions:

2×15=30

1. Observe the programmes of All India Radio (AIR) and Doordarshan for two weeks. Find out the number of programmes with names which can be considered as welfare-oriented ones. Justify your observation.
2. Nowadays, many established media organizations are combining the services of print, TV, Radio, New Media and Digital systems for a comprehensive package to audiences. Discuss how it is being implemented in practice and advantages or disadvantages to the audiences.

NB: All questions as per instruction are to be mandatorily attempted.
